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Annual Asia Issue

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SPECIAL INTERVIEW

Danielle Chang
(Founder of LUCKYRICE)



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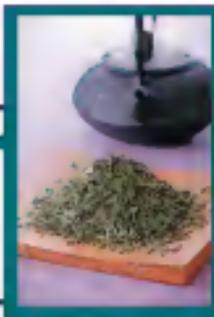
Cover
Peter Panka

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"...people are so obsessed with learning about culture through food – it's the most appetizing way to understand other people's heritage."

— DANIELLE CHANG, LUCKYRICE

Entrepreneur Danielle Chang is the founder of LUCKYRICE, which spotlights Asian culinary culture through festivals in cities all over America. Born in Taiwan and based in Downtown Manhattan, Chang created LUCKYRICE in 2010 to share her passion for Asian culture and lifestyle – and to fire-up the tastebuds of adventurous Americans who want to learn more about her favorite subject. As the LUCKYRICE motto says, "After all, if we are what we eat, we're all part-Asian."



PHOTOGRAPH BY JEFFREY M. BROWN

Please describe the philosophy of LUCKYRICE, for those new to the event?

LUCKYRICE is really a celebration of Asian culture through food. It's a way for us to bring together a lot of trends that have collided over the past few years: the interest in Asian culture and food, and the number of Asian restaurants transforming the culinary landscape and bringing new flavors to dishes all across America and the world. LUCKYRICE is a platform for that.

What are the highlights of LUCKYRICE that year?

It's the Year of the Sheep, so we launched with a party on March 20th called the Grand Feast, our signature event. It's a large walk-around tasting hosted by the Culinary Council, which is comprised of chefs that have helped define what Asian food in America stands for, people like Masaharu Morimoto and Antonio Lo, as well as non-Asian chefs like Jose-Georges Vongerichten and Daniel Boulud, who have all contributed so much to the understanding of Asian food in America. We're bringing the Grand Feast to each

of our markets, and at these feasts we have 30-40 chefs and bartenders create a variety of Asian dishes as well as cocktails.

How do cocktails fit into the LUCKYRICE concept?

Bartenders were among the first to catch on to Asian flavors! Lemongrass, yuzu, kaffir lime – a lot of ingredients were introduced at the bar, so a lot of people who were unfamiliar with Asian food tasted them for the first time through cocktails. So now a whole group of large markets are reaching out to people that are interested in jumping on the Asian cultural bandwagon. We work with Bangkok Sashimi East, which is a bar that's infused with Thai lemongrass and Vietnamese peppercorn. As chefs take more and more interest in getting behind the bar, they're using more Asian ingredients, so we actually held a cocktail feast last year. That takes place in New York in September. We'll put eight chefs behind the bar and have them make the cocktails. We just hosted the event last year.

We also have many events throughout the year. In New York, we're doing a dinner on May 10th to celebrate Buddha's birthday, it'll be at the James Beard House. And later in the year, we'll be doing a cocktail feast that will take place over the lunar new year. So it's not just food and drink; we're also introducing a bit of culture too. To learn about all our events, visit www.luckyrice.com and subscribe to our newsletter. You can also follow us on Instagram and Twitter: @LUCKYRICE001.COM

LUCKYRICE is now held in five cities. Are there any regional differences in audience reception?

Yes. In addition to New York, we're in Los Angeles, San Francisco, Miami, and Las Vegas – and on September 17th we're coming to Chicago. The Asian food scene and the dining culture is so different from coast to coast. You have places like San Francisco that are so predominantly Asian that you feel like you stepped into Hawaii – then you have places like Miami, which has the smallest Asian population of any major city in America, but yet has a huge love affair with Asian restaurants. In Miami they love the sophistication of places like Hashihana, Nobu and Mr. Chow. In Miami we do our event on the beach at the Raleigh Hotel, so it's really cool. We try to fuse it with the regional Latin culture, so we'll pair a ceviche with a soybean dish. And regional specialties often have Asian influences, like Lomo saltado, which is the national dish of Peru. It's essentially a well-fired dish, definitely influenced by Chinese food culture but incorporated by Latin influences, like the addition of potatoes. Our event is really popular in Miami. We always sell out because there's a huge population interested in Asian food.

What's the most valuable, or surprising, thing you've learned from your experience with LUCKYRICE so far?

I think that right now we are at a really interesting time, when innovation is about cultural collisions, and, of course, culinary collisions as well. Asian food is really changing so much, even in the six years I've been involved with it. When I used to tell people I was born in Taiwan, they would say "I love that food!" Nobody says that anymore, because people are so obsessed with learning about culture through

food — it's the most appetizing way to understand other people's heritage. So that's been amazing and I love being part of a group that is helping to spread awareness, and to change perceptions. I'm really glad people don't think Chinese food has to come in a takeout box anymore — or that a white guy can't make good pad thai or ramen.

How did you first realize your mission was to popularize Asian food culture in the United States?

I studied art history; I have a Master's degree in Critical Theory from Columbia University, and I've worked in the art world. I've always been involved and obsessed with popular culture, I write about it, curated shows, worked in branding. I've always been fascinated by art as a way to understand culture, psychology, people, and history — as an expression of pop culture. And really, that's what you can do now through food — but it's so much more accessible, such a better vehicle to learn about culture today than any other art form. Food itself has become an art form.

You didn't just popularize Asian food culture in the U.S., but you also made it cool. How has your fashion background played into your success in the culinary field?

Thank you for the compliment, but I take no credit for it at all! I think Asian food has just become chic in America; people are obsessed with eating ramen, with making their own bento — it's part of the zeitgeist, and it's the result of lots of things happening at the same time: immigration, travel from the U.S. to Asia, economic shifts. People really want to consume culture through food. You used to go to a movie theater in a restaurant and talk about the movie. Now, we go to a restaurant and talk about the chef. People are spending more on eating at the newest ramen shop than they would on a new pair of shoes. Last year, more money was spent in the U.S. at restaurants than at grocery stores. That's a major shift in cultural attitude, and luckily, Asian food has somehow become the cool kid in the class. Back when I worked for [fashion designer] Vivienne Tam, I realized that there's this strong desire to consume Asian culture. But fashion can be limiting — not everybody looks good in a sari or other forms of Asian traditional dress. But it's different with food. It's non-polarizing, it's appealing, and it's a great way to learn about culture.

Asian cuisines are so diverse, how if you could describe or summarize them in one short sentence, even just a few words...

One word really sums up Asian cuisine: *sabi*, the grain that feeds most of the world. Ninety percent of rice is produced and consumed in Asia. And the second word is *communal*. When I chose the name LUCKYRICE I wanted to convey the idea of Asian food as a cultural metaphor. I didn't want it to be exclusive; I wanted it to be about leaves and symbolism and rich traditions of a communal, celebratory dining experience.

Every year, LUCKYRICE chooses a spotlight on an interesting new angle — Night markets, pungent fermented food, shaping cultures, etc. — what is the next one?

We're bringing the Ramen Fest to Los Angeles this year — it's something that's been very popular in New York. We're basically introducing different types of ramen from different prefectures across Japan, like the core-inso ramen of Sapporo or the soy-sauce based ramen of Tokyo. Guests move from table to table every thirteen minutes, which is the average time it takes to slurp a bowl of ramen. It's a really authentic experience, and a great way to learn to differentiate between the different types of ramen.

Miso, wasabi, aramecha, yuzu, shiso ... there are so many Asian ingredients that are now used not only in restaurants, but in households all over the U.S. What do you predict is the next big thing in terms of Asian ingredients going mainstream?

Fish sauce is definitely becoming a staple in America. It's used so much in Thai and southeast Asian cooking, and I think the whole idea of fermentation and funky foods is something Americans are beginning to gravitate towards. That's another major shift: before, a lot of people would have been turned off by the smell of fish sauce. Often we find that what smells good to people of one culture might make people from another culture queasy. Many Asians cannot stand the smell of parmesan, but it makes Italians salivate!

You have another exciting project in the works, please tell us about it?

"Tucky Chew!" is my new TV series, launching on PBS in May. I'm the host, and I co-produced with Bruce Goldstein and the Center for Asian American Media.

It's all about Asian food in America, so unlike other travel shows that take you to Asia, ours focuses on what's happening in our own backyards. We'll travel from coast to coast and explore everything we just talked about, meeting personalities and discovering Asian food's evolution in America, and talking to chefs about why they've devoted their lives to, say, making kimchi. It's not a cooking show; it's more story driven.

And speaking of cooking, you have a cook-book coming out too!

Yes, it will be published in 2016 by Clarkson Potter. It's not titled yet, but it will have recipes that I hope will inspire people to create feasts at home. I wanted to do the exact opposite of any "Asian 101" cookbook that's already out there. So my cookbook is really about the stories and the culture of Asian food as well as what's going on right now with the culinary obsessions we're obsessed with like banchan. I'll also share my grandmother's recipe for zongzi, traditional rice parcels stuffed with sausage and mushrooms. Just like LUCKYRICE, it's about awareness of Asian culture through the lens of food.

— Interview by Julia Sofio



subculture is a young and innovative dining with James Beard Award-winning chef Michael Schwartz, in the pilot episode. March 16, 2016.



Chef Samin Nosrat, Hong Kong native and former-based international chef, is the executive chef here.



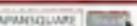
The (un)stellen 2016 features an all-star New York, including prominent chefs including Samin Nosrat and Bruce Goldstein, from left.

All photo images courtesy of LUCKYRICE, www.luckyrice.com



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The Power of Japanese tea

Drinking tea "when you're thirsty" isn't the only way to enjoy its power.
Some say a cup of tea will treat a physical condition.
Thanks to manufacturing methods of extracting natural components,
Japanese tea can serve as a "drinkable supplement" containing various nutrients.



From authentic matcha tea and cooking matcha
to instant tea-ssu-tei mix that you only have to mix
with a spoon, more than 400 kinds of Japanese tea are available!

This turned square was
created after more than 100 years
of research & development
by a tea master craftsmen!

Matcha Cup



Teas flavored with plum, burdock,
cherry blossom, etc. are also popular!



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* Prices are subject to change according to the currency exchange rate and payment will be made in Japanese yen.

Annual Asia Issue

Unique, diverse and wonderful cultures in Asia are impossible to summarize in a few pages, but here we try to give you a glimpse of such a profound world from various perspectives—food, travel, health, beauty, and fashion.

World Heritage Sites in Asia

Introduced here are some of the selected destinations from UNESCO's World Heritage sites located in the East, South and Southeast Asia.

Featured Asian Restaurants

Phoenix Garden / Chai Thai Kitchen /
Lychee House / Noodies Thai Kitchen / Pongsri



Featured Beauty and Health Salons

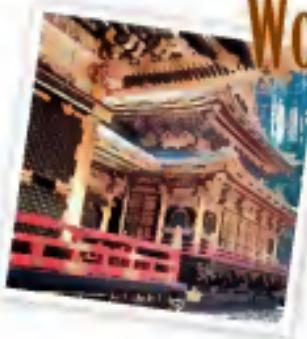
Bling Lash / Ci Ci Beauty Spa / Corina Beauty Center /
KSS Beauty Spa / Yak Son House

Asian Restaurant Guide

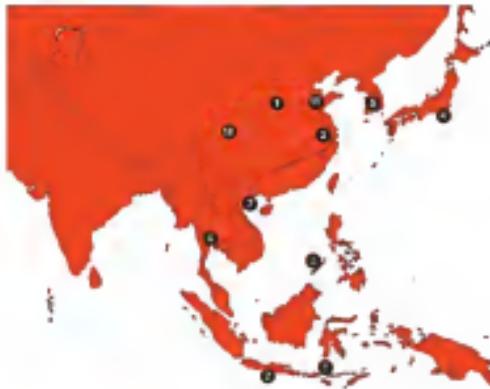
Grocery Guide

MONO-Logue: Hsu's American Cultivated Ginseng
Test Kitchen: Red Curry Fried Rice Served in a Fried Wonton
Kawaii in New York: Asian Fashion Designers

World Heritage Sites in Asia



Far away from the U.S., Asian countries are not the object of a short trip. However, there are diverse cultures, centuries-old histories and unique foods, so if you have extensive vacation time that's the area you want to explore. When planning a trip there, it is a good idea to include UNESCO's World Heritage sites in your itinerary. Here we introduce selected World Heritage sites beyond the Great Wall of China, Taj Mahal and Angkor Wat, located in East, South and Southeast Asia. Selected the locations listed below include cultural (1-6), natural (7-9), and mixed (10) properties.



1 Ancient City of Ping Yao (China)

Full of restaurants, guesthouses, souvenir shops, and traditional events, the Ancient City of Ping Yao has become a popular place to visit for many traveling to China. The construction of the city dates back over 3,000 years, but due to its sound infrastructure and induction as a World Heritage site in 1987, the city has been maintained extremely well and appears as if it was taken from a history book. The temples, government buildings, and gates are all stunning to behold, but many visitors to Ping Yao find the walls surrounding the city to be



the main attraction. In fact, most foreigners find that getting lost while taking a stroll is one of the best ways to experience the city. The ancient infrastructure can be confusing to navigate, but the walls surrounding the city will ensure that you don't wander off too far. One thing to keep in mind when heading to this ancient city is that there are very few ATMs and banks. Plan to exchange your currency before arriving, because those in Ping Yao prefer the traditional experience of no credit cards.

2 Borobudur Temple Compounds (Indonesia)

The compounds consist of the three temples, Borobudur, Mendut, and Pawon, which are located in a straight line. The main temple among the three, Borobudur, is actually the largest Buddhist temple in the world. It is believed that the construction of Borobudur started as early as the 8th century and was completed around the 9th century. It was used as a Buddhist temple when constructed, but it was abandoned some time between the 13th and 15th centuries. The reasons for the abandonment are still unknown, but Borobudur lay hidden for centuries under volcanic ash and deep jungle. It was re-discovered by Sir Thomas Stamford Raffles, then the British ruler of Java, in the 18th century and then its existence was introduced to the world.

The architectural structure of the Borobudur temple is unique in the way that it is built on a high hill (about 50 meters high) on a plain, by using the actual landscape. Therefore, there is no interior room in the temple. There is a stupa built in three tiers around the hill, a pyramidal base with five concentric square terraces, the trunk of a cone with three circular platforms and at the top a monumental shape.



❸ Classical Gardens of Suzhou (China)

For anyone looking for relaxing landscaping and breathtaking gardening, the Classical Gardens of Suzhou is a must see while in China. Full of ponds, pavilions, bosom trees, beautiful stones, and archways, you can walk around for hours. The gardens often have tours upon entry as well as musical performances on occasion. Anyone walking through the gardens can tell that it was meticulously designed to portray nature in its most delicate state. These gardens have a vast history. It is why to do so in the off season rather. These gardens host beautiful autumn leaves and quiet winters, and you are more likely to avoid potential crowds.

The region of Suzhou itself is an interesting place to visit, full of winding water ways and stone bridges. There are places to ledge, small delicious restaurants, and old style buildings. The mild climate makes an available destination all year round, and the region has no airport and is mainly accessible by train, giving it a traditionally secluded feel.



© Saman Asewirachai/Thailand

Wat Phra Sri Srophet at the Ancient City of Ayutthaya, Thailand

Image: site in 1995

❹ Fuji-san (Japan)

Mt. Fuji has become a Japanese symbol known around the world. This highly celebrated peak was designated a 'cultural' (rather than a 'natural') World Heritage Site and registered under the title "Mt. Fuji: Object of Worship, Well-spring of Art" in 2013. Having been an inspiration to countless poets and visitors throughout history Mt. Fuji is still a very popular place to visit. The official climbing season is from July to August, but trails at the bottom of the mountain allow for enjoyable afternoon hikes all year round. The nearby Fuji Five Lakes and Hakone are great places to stay, with many hot spring inns that boast clear views of Mt. Fuji. Mt. Fuji is a popular vacation spot for all ages, as is its proximity to attractions like Fujiyoshida city's Fuji-Q Highland, a leading amusement park. Those looking for relaxation, reposement, inspiration, or adventure can find it at Mt. Fuji.



❺ Historic City of Ayutthaya (Thailand)

Many New Yorkers enjoy tasty Thai cuisine, but might not be so familiar with the history of the country. The country has a long history and numerous cultural and architectural heritage sites. The Historic City of Ayutthaya was inscribed as a World Heritage Site in 1991. Ayutthaya is the second Siamese capital founded in 1351, and it governed the area for about 400 years.

Conveniently and strategically located on an island surrounded by three rivers connecting the city to the sea, Ayutthaya flourished as a trading capital. Also, due to its geographical features, as well as avoid seasonal flooding, there are the prang (brickwork towers) and big monasteries which give the city its unique character. Since the dynasty had exchanges with other countries as far away as Europe, we can see foreign influences in the stonework art and architectural style.



❻ Baeksa Temple Janggyeong Panjeon (Korea)

On beautiful Mt. Geumsan, in Gyeongsangnam-do Korea, stands the Buddhist Temple of Haesimsa. Known as the first Dharmra Jewel Monastery it enshrines a collection of 80,000 one-thousand year old printed wood-blocks inscribing the entire Buddhist canon. Those wishing to visit the temple can take both a walking tour and visit the Seongjeong Museum within the temple. The museum houses a variety of Buddhist artifacts such as the portraits of noteworthy monks, the oldest wooden sculpture in Korea and paintings of the teachings of Buddha. The building housing the wood-blocks has proven to be an incredible example of old world preservation technology as the wood-blocks are almost completely unwarped. The Temple grounds and all of its contents were declared a World Her-

7 Ha Long Bay (Vietnam)

Located in the Gulf of Tonkin in the northeastern region of Vietnam, Ha Long Bay is comprised of as many as 1600 islands and islets of a variety of sizes, most of them limestone pillars rocks. Ha Long means "descending dragon", and the spectacular view of the bay is reminiscent of a rolling dragon's back that is sinking into the ocean. Until a few centuries ago, the bay was a hideout for pirates, and it also functioned as a natural fortress when Mongolia invaded the region. Most of the islands are uninhabited, therefore they are unaffected by humans. At the time of day shifts or weather changes, the calcification-like rock formation produces magnificent views with fog, sun and sun shining through.



8 Komodo National Park (Indonesia)

Now existing only in Komodo National Park, the Komodo Dragon (commonly known as the Komodo Dragon) once was found across all of Indonesia and Australia. Located on the Indonesian archipelago, the park is composed of three major islands and numerous smaller ones. Visitors can arrive on the island via a pre-booked tour organization or cruise ship. Since the island was deemed a World Heritage Site in 1981, the island has not been commercialized in any way. There are no shops or facilities, so expect to have a purely outdoor experience. For the day, this also means that the only souvenirs likely available will be one's own pictures taken during the walking trails and hikes. Most tourists don't seem to mind this, since there is nowhere else in the world that a Komodo Dragon can be seen or photographed. The park also provides a refuge for many other rare and notable species, such as orange-footed scrub fowl and Tengmala deer. The rich coral reefs and strong currents of the sea surrounding Komodo National Park also attract many sea turtles, whales, dolphins and dugongs. It's a place to encounter missing animal species that most people only see in books.



9 Puerto-Princesa Subterranean River National Park (Philippines)

The Philippines is home to some of the coolest underground river and cave systems on the planet. Spanning just over 5,000 acres, the Puerto-Princesa Subterranean River National Park contains over 5 miles of naturally formed limestone karst caves, a multitude of distinctive wildlife and lush forest landscapes. The area represents a significant habitat for biodiversity conservation in East Asia, as it contains a full "mountain-to-sea" ecosystem that does not see much human interference. One of the main attractions in this area is the



underground river boat tour. Small rowboats will take you gently through the winding river caves, surrounding you with caves walls that are millions of years old. The experience boasts breathtaking sights and sounds, as well as a sense of nature's impressiveness. Tourists have also reported the travel to the national park as being an adventure in itself. Choose from a bicycle tour on the road, walking trail through the jungle, or boat ride through the river to get to your destination. This World Heritage Site is truly a place for adventure.

10 Sichuan Giant Panda Sanctuaries - Wolong, Mt Siguniang and Jiajin Mountains (China)

Locals of fury cut things and the great outdoors have been traveling to the Sichuan Giant Panda Sanctuaries for years. The sanctuaries represent the largest remaining habitat of the giant panda, which is recognized as a "national treasure" of China and an important global conservation issue. Made up of seven nature reserves and nine scenic parks, the sanctuaries span over 2 million acres of wilderness. Although many visitors come to see the star attraction, the giant panda, the sanctuaries are also home to other globally endangered animals, such as the red panda, snow leopard, clouded leopard, and golden monkey. The area within the sanctuaries is considered to be one of the most biologically rich regions in the world. The amount of wildlife and plants present in the sanctuaries, as well as the Panda Museum, make it a great place for several days of hiking or a single day trip.



11 Mount Taishan (China)

When taking a trip to a country as large and spiritual as China, taking a day to travel to Mount Taishan is a must. With 4 routes to the top of the mountain, a visitor has the option of climbing over 6,000 stairs, taking a mule or scenic hiking trail. While visiting the mountain think of it as a natural museum, abounding with cultural relics and artworks. The mountain is conveniently located just north of the city Jinan and south of the provincial capital Jinan, making it accessible from either location.

In ancient times, the first thing a new emperor would do was to climb Mount Taishan and pray to the heavens or their ancestors. It was said that 72 emperors of different dynasties made pilgrimages there. In addition, many poets and literary scholars have also visited the mountain to gain inspiration. The grandiose temples, the numerous stone inscriptions and stone tablets are the best testaments to these visits. It represents the splendor of Chinese culture and was therefore deemed a World Natural and Cultural Heritage site in 1987.



SPRINGTIME IS FOOD-SHARING SEASON

Phoenix Garden

"There's a very distinct cultural difference between the way Asians eat out, and the way non-Asians eat out" says restaurant owner Victor Chu. Most non-Asian food he explains is served singly to each person, one plate per diner—very few restaurants serve food family-style. But although he's happy to serve individual plates to parties of two and sole-diners, Chu encourages parties of three or more to experience the Chinese's tradition of sharing good food and good times.

"In our philosophy, eating is a communal activity that's meant to be shared by the family unit," he says. In multi-generational Chinese homes, the faces around the table will range from very young to very old. But all approach the meal with the same enthusiasm—and everybody gets in the spirit, graciously offering to serve the person sitting next to them.

The Spring menu at **Phoenix Garden** is a huge draw for fans of family-style cuisine. The delicacies offered are truly mouthwatering, from steamed flounder to a sautéed veggie medley of lotus root, flowering chives, snow peas, and wood ear mushrooms.

Sharing food brings people closer. After a long day, busy-family members can pause for delicious, supportive bonding. It's the same idea as a holiday meal, except these less-formal festivities can be enjoyed much more often than once a year. That's because the head of the household doesn't have to stress over cooking for a crowd—she can let a favorite Asian eatery do the hard work.

Something magical happens—call it "cuisine-connection"—when everybody at the table eats the same food, especially when the cuisine is pleasantly unfamiliar something you wouldn't normally have at home. Chu compares the experience to travel: "It's like taking a mini-vacation," he concludes. Bon voyage and bon appetit!



Phoenix Garden (top right) food family-style, with two different soups, plated in a party-like setting, featuring two different soups, braised pork with turnips, braised chicken with shiitake mushrooms and bamboo shoots, "Eight Treasure" rolls in a ceramic dish, plus a plate of cold rolls in a porcelain bowl, make a delicious Immigrant meal.



PHOENIX GARDEN

341 E. 40th St. (bet. 2nd & 3rd Aves.)
New York, NY 10016
781-212-9811
www.phoenixgarden.com
Mon-Fri 11:30am-10pm

Lychsee House

142 E. 30th St. (bet. 3rd & 4th Aves.)
New York, NY 10016
212-737-9000
www.lynchseehouse.com
Mon-Fri 11:30am-10pm

Chai Thai Kitchen

111 E. 40th St., 3rd Fl. (bet. 3rd & 4th Aves.)
New York, NY 10016
212-585-1500
www.chai-thai.com



The sisters of Northern Thailand eat together "sagai," with Chef Arnonrat Fukasai's travel inspired dishes. Both Chiang Mai classics are a big hit with customers boasting texture that may eat egg noodles in a well-chicken curry dish with coconut milk. Chai Thai's added crispy noodles to the typical dish to create a harmony of soft and crunchy textures. For more in "sagai" is the most important part of eating," which is evident in Chai Thai's many dishes.

The lighting and rustic environment of **Chai Thai Kitchen** provides for an enchanting and relaxing night out with friends or family. If you have the will to look, many have your dietary need, you'll have plenty to ponder at. Chai Thai Kitchen, Nolita's newest expanded line record here. New Chai can accommodate a private party up to 16 people.



Chai Chao-kun head chef has extensive experience from training in high-end restaurants to diplomats. Tryng for Delightful Rice is therefore a must. Potted with aromatic squid and shrimp and topped with either the rice and rice vermicelli makes an enchanting treat. An iconic meal are the blue-style PadSeeEw and the spicy phoeng (frying) duck.



Chao-kun style Duck Jun is the most popular and recommended item. They are each hand-made from scratch and made to order with flavorful ingredients.



Conveniently located in Midtown East, **Chao-kun** offers quality food and fair-value service at reasonable prices. Delightfully delicious and bar food are also available.

Noodie's Thai Kitchen

4300 1/2 Ave., Sec. 54044-00010-010000, 81 1000 170-104-000-000 shen@ufl.edu



Known for their traditional Southern-Style Biscuits and homemade array of ingredients, **House of Hattie** specializes in slow-cooking food that is delicious for both boiled hams. One of their many great dishes is the Hattie Fittin' Gorgy Hattie Filet Hamb'lin' a thick, meaty purée and crushed biscuits with melted butter, fresh green beans, bacon, bell peppers, and mushrooms. All the greats paired off with a choice of not ham or hamless, which is sure to create a health advantage.



Government stages a protest for well
Received with bowing noodle platters
then crossed the world. The reflected and
array emblem things, beans and
communists together in one place for
some well deserved scrumptious
cuisine.

Pongsri Thai Restaurant



Strong apparently 100 varieties of dishes, their characters all true. Favorites are Tom Yum Goong (spicy and sour soup), Iam Iam (spicy) 144D and Green Curry. The unspiced pickles are very soury. Spicy Green Curry with a choice of chicken, beef, pork, shrimp, calamari or scallops to satiate you up. All dishes are made to order here. Don't forget to pair them up with spicy drinks which will refresh you after awhile and send it back into the



located in the heart of the Theater District in Manhattan the astoundingly fine couple restaurant **Persico** has enjoyed distinguished honors and reputation since 1953.

Other Asian Restaurant Guide

5000: An International Review of Books and Ideas

CHINESE

Upper West	hy's Cafe*
250 72nd St, Callesto's (former Kost)	CPK (7)
212-581-1030	
Upper West	Oliver's
1801-1809 Broadway (btwn 86th & 87th Sts.)	SUS (1)
212-580-0211	
Upper West	Oliver's
2807 Broadway (btwn 82nd & 83rd Sts.)	SUS (1)
212-423-0000	
Upper West	Shake Shack West
at 8th Ave (near 57th St, Herald Sq)	CPK (1)
212-625-0500	
Upper West	Carlo's (Espresso)
4815 1st Ave (btwn 72nd & 73rd Streets)	SUS (1)
212-743-2200	
Uptown East	Chinatown East
1802-1804 2nd Ave (bet 9th & 10th Streets)	SUS (1)
212-935-0000	
Uptown East	Lil's Macaroni & Grill
1805-1807 2nd Ave (bet 9th & 10th Streets)	CPK (1)
212-457-2212	
Uptown East	Our Place
412 E 72nd St (btwn 1st & 2nd Aves)	SUS (1)
212-737-1000	

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7 Brain Games

FDI 500 Japan

卷之三

Chophouse **Wok** **Pepper Thai***
144 W 36th St (bet. 6th & 7th Ave) **\$25 L**
203-588-0000

China **Wok** **BBQ**
260 Madison Ave (bet. Madison & 5th) **\$25 L**
212-259-2525

Chophouse **Room Service** **Madhouse**
100 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-588-0000

Chophouse **Wok** **Thai Palace**
100 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Thai Select**
107 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Topaz Thai**
107 W 36th Ave (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **Thai & Restaurant**
212 Madison Ave (bet. 6th & 7th) **\$25 L**
212-588-0000

Chophouse **Wok** **Yum Yum 2***
100 W 36th Ave (bet. 6th & 7th) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Bangkok***
100 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Thai***
102 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Thai Restaurant***
100 W 36th Ave (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Thai Restaurant***
200 Madison Ave (bet. Madison & 5th) **\$25 L**
212-588-0000

Chophouse **Wok** **Taiwanese Kitchen**
201 E 36th St (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **Pad Thai**
244 Madison Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Pepper Chinese**
100 W 36th Ave (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **Pepper Thai***
100 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Royal Siam**
260 Madison Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Siam Thai**
100 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Spice**
100 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Thai Chai-Go**
200 W 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Thai Lock 2 Thai***
200 W 36th Ave (bet. 6th & 7th St) **\$25 L**
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Chophouse **Wok** **Jaiyo Thai**
200 Madison Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Lemongrass Grill**
101 E 36th St (bet. 6th & 7th Avenue) **\$25 L**
212-259-2525

Chophouse **Wok** **Longevity**
101 E 36th St (bet. 6th & 7th Avenue) **\$25 L**
212-259-2525

Chophouse **Wok** **Sea & See Grubbox***
101 E 36th St (bet. 6th & 7th) **\$25 L**
212-259-2525

Chophouse **Wok** **Thai Thai Cuisine**
101 E 36th St (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **THAI***
101 E 36th St (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Cafe***
101 E 36th St (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Grill**
101 E 36th St (bet. 6th & 7th St) **\$25 L**
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Chophouse **Wok** **Yum Yum Thai***
101 E 36th St (bet. 6th & 7th St) **\$25 L**
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Chophouse **Wok** **Yum Yum Thai Food***
200 Madison Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Thai Grubbox***
101 E 36th St (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **Yum Yum Thai Kitchen**
101 E 36th St (bet. 6th & 7th Ave) **\$25 L**
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Chophouse **Wok** **Yum Yum Spice**
100 W 36th Ave (bet. Madison & 5th) **\$25 L**
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Chophouse **Wok** **Pepper Thai**
200 Madison Ave (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **SEA**
101 E 36th St (bet. 6th & 7th) **\$25 L**
212-259-2525

Chophouse **Wok** **Skyline***
101 E 36th Ave (bet. Madison & 5th) **\$25 L**
212-259-2525

Chophouse **Wok** **Tai Thai**
101 E 36th Ave (bet. 6th & 7th St) **\$25 L**
212-259-2525

Chophouse **Wok** **Thai Restaurant**
200 Madison Ave (bet. 6th & 7th) **\$25 L**
212-259-2525

Chophouse **Wok** **Thai 2000***
100 Madison Ave (bet. 6th & 7th) **\$25 L**
212-259-2525

Chophouse **Wok** **Abundance Thai Restaurant***
100 Madison Ave (bet. 6th & 7th) **\$25 L**
212-259-2525

VIETNAMESE

Chophouse **Wok** **Asia Grill**
101 E 36th Ave (bet. 6th & 7th) **\$25 L**
212-259-2525

Chophouse **Wok** **Asian Eat**
101 E 36th Ave (bet. 6th & 7th) **\$25 L**
212-259-2525

Chophouse **Wok** **Le Colonial**
101 E 36th St (bet. 6th & 7th Avenue) **\$25 L**
212-259-2525

Chophouse **Wok** **PHO & SHABU***
101 E 36th St (bet. 6th & 7th Ave) **\$25 L**
212-259-2525

Chophouse **Wok** **Pho To Dieu**
100 Madison Ave (bet. 6th & 7th) **\$25 L**
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OTHER

Chophouse **Wok** **Asia Kitchen**
200 Madison Ave (bet. 6th & 7th) **\$25 L**
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Chophouse **Wok** **Asiana**
100 Madison Ave (bet. 6th & 7th) **\$25 L**
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Chophouse **Wok** **BB Fusion**
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Chophouse **Wok** **BB Fusion**
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Chophouse **Wok** **Amber***
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Chophouse **Wok** **Colo**
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Chophouse **Wok** **Elan Kitchen**
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Chophouse **Wok** **Green Leaf**
100 Madison Ave (bet. 6th & 7th) **\$25 L**
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Chophouse **Wok** **House of Kitchens**
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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 48 - MONO of the month

Hsu's American Cultivated Ginseng

Ginseng has been a popular commodity in East Asia for over 5,000 years, but the U.S. only began deriving its benefits and consumption during the 18th century. Furthermore, it was not until the 20th century that ginseng was successfully introduced to U.S. soils for commercial cultivation. Within one hundred years, American ginseng farmers, such as Hsu's Ginseng Enterprise, Inc. in Wisconsin, have created booming businesses with thousands of loyal customers. The "tan root" of Asia has become a new American commodity due to its health benefits and versatility.

The molecular structure of American ginseng has diverged from that of other countries' over the century. American ginseng is an adaptogen that can be used for energy, stress relief, enhancing the immune system, adjusting bodily systems and increasing endurance. An adaptogen acts to normalize body functions by allowing cells to utilize other substances more efficiently and by helping to eliminate toxins from organs. As a result, it is used to alleviate stress.

Since 1984, the Hsu family's dream has been to provide quality American ginseng at a reasonable price for people throughout the world. In 1995, Hsu's Ginseng became the first Chinese ginseng grower in Marathon County, when the corporation was originally founded as a mail order business. It has since become an international enterprise with six branch offices in North America, international subsidiaries in Hong Kong and Taiwan, and three joint ventures in China. Their success can be attributed to the multitude of ginseng products that they offer online and in stores.

Common ginseng products include tea, extracts, pills, powders, and raw slices of the

root. Those looking online or in health and beauty stores may also find skin cream made with ginseng, but this is a fairly new segment for ginseng. Capsules are one of the most popular and convenient ways to use ginseng. Powders can be used for baking, cooking, or steeping as a tea. Many people enjoy drinking or the whole root similar to eating a carrot, while others prefer steaming it for an easy side-soup.

Ginseng can be on the sauté side, but it can also be sliced easily after being steamed in the oven or microwave for a brief moment (alternatively, it can be purchased already sliced). American ginseng tea bags are one of the most popular and versatile ginseng products outside of eating it raw. Prepared as a tea it can be served hot or iced and sweetened with honey. It is also excellent for use in dim sum. Cut open a tea bag or powder packet and add it to soups, baking, stir fries and more.

While choosing some commercial products may be as easy as reading the label, choosing good dried ginseng root at a food store takes a bit of know-how. Like any organic grocery store, a strong smell will indicate the freshness and strength of the root's taste, rather than its size or shape. The shape of ginseng root is dictated by the density of the soil that it was grown in, while the size is normally dictated by its age. The health benefits and taste should be the same regardless though, so choosing good ginseng really isn't that hard as long as you choose ginseng from Wisconsin, USA.



The American ginseng root is popular for its healthy and sweet taste. It provides a lot of taste, health benefits, and a sweet taste as well as it is good.



Ginseng plants are beautiful to look at. What we use are the roots which are less colorful.



The appearance of the ginseng root closely resembles that of a cedar or cypress root, with tan root & stem sprouting from it.



Tea and tea are two people ways that ginseng is recognized and used. You can even be added to soups.



Common ginseng products include tea, extracts, pills, powders, and raw slices of the

Hsu's Ginseng Enterprise, Inc.
1018 County Rd. W., Marathon, WI 54452
715-495-6717
www.husaginseng.com/

Chopsticks NY's Test Kitchen -Vol. 11-

In this annual Asia issue, Mr. Hideyuki Okuyama, owner and chef of Hekata Hot Pot creates a unique Asian fusion dish using a Thai staple ingredient: red curry paste.

*Courtesy of Department of International Trade Promotion, Ministry of Commerce, Thailand (www.thaigov.go.th) and Thai Trade Center, New York (www.thaitradecenter.com)

Red Curry Fried Rice Served in a Fried Wonton By Hideyuki Okuyama

"Red curry paste has quite a strong flavor, but when it is blended with coconut milk and chicken soup, it creates a beautiful umami with a kick. When I created this dish, I imagined eating chips with curry noe. The three parts to this recipe: red curry, wonton chips and fried rice, make the all in one ultimate Asian fusion."

— Hideyuki Okuyama



Hideyuki Okuyama

Background: Business veteran Hideyuki Okuyama has created and operated restaurant businesses in the East Village since the 1980s. In the past he launched several art projects, presenting Japanese culture. His most recent project is Hekata Hot Pot, serving soup hot pot in the Hekata style.



Red Curry Fried Rice Served in a Fried Wonton

Ingredients: Serves 2-3 people

Wonton Crust:

1 sheet wonton → Vegetable oil for deep-frying



Red Curry Sauce:

2 tbsp red curry paste → 1 can coconut milk (5.5 fl.oz) → 8-10 chicken pieces → 1/2 tsp garlic, grated → 1/2 tsp ginger, grated → 1/2 onion, sliced → 1/2 carrot, cubed → 1 small potato, cubed → Vegetable oil for deep-frying

Fried Rice:

1 cup cooked rice → 1 egg → Your favorite toppings (Crabsticks and onion, etc.) → Salt, pepper and soy sauce for seasoning

Directions:

- Place a wonton sheet on a lidle to make a bowl shape.
- Deep fry the wonton. Wonton easily comes up to the top of the oil, so make sure to keep pressing the wonton onto the lidle to make the bowl shape.
- Saute garlic, ginger, sauce, onion and potato.
- Once they are done, add coconut milk and chicken pieces. Bring to a boil.
- Add red curry paste and mix well. Set aside. Keep warm.
- Cook fried rice. Stir fry your favorite toppings and eggs. Add cooked rice and season with salt, pepper and soy sauce.
- Assemble the three components. Spread red curry sauce on a plate. Place fried rice in a wonton bowl. Arrange fried rice filled wonton bowl on top of the red curry sauce.



Hekata Hot Pot

Hekata Hot Pot is a new restaurant in the East Village known for its steadily popularizing dish of hot pot. Hekata Hot Pot offers specialty items like Hekata-style hot pot, a dish that became popular in Fukukawa, Japan in the 1980s and has been called "heh" since then and introduced itself as a main ingredient (now in soups and broths as well). Among the menu are many of dishes introducing hot pot culture from Saitama and Tokyo Edomae and Motsu Hot Pot, and other specialty and traditional Japanese dishes (such as Okonomiyaki, Saitama's most great survivor and an extremely delicious (Kaga) spring will want to make reservations). Good for both lunch breaks and dinner settings. Hekata Hot Pot has just the right Price Point and atmosphere, its totally a therapy getaway.

161 St. Mark Pl. (bet. 1st and 2nd Aves) | New York, NY 10003
TEL: 212-595-7887 | www.hekatahotpot.com

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intended.



Not treated with CO gas or colored with red peppers
to brighten up the color.

Frozen Fresh



Taste is our priority

Which one would you choose?

Type 1, 2, & 3 hamachi are grown to be fat with less exercise in a small space.

Type 1: Frozen yellowtail treated with CO gas
It is difficult to determine the freshness. They always look fresh and also spoil easily after defrost because the cells are ruptured in the freezing process.

Type 2: Fresh yellowtail treated with CO gas

It is difficult to determine the freshness because they always look fresh.

Type 3: Fresh yellowtail that are not treated with CO gas

This is regular fish born naturally and grown to be fat with less exercise. Some of these fish have a shorter life span, about 10 years. However, it is safe to eat.

Type 4: Safety and taste are the priority. Sashimi HON Hamachi

Healthful HON Hamachi with less fat is grown in a setting not as large as the conventional area. HON Hamachi are grown in an environment closer to their natural habitat and not treated with CO gas. They are delicious with safety, freshness and quality in mind.

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Messages from

Asian Beauty and Health Salons

Health Information

Corina Beauty Center

I have been adding beauty to people's lives as an aesthetician for over 30 years. I believe that listening to customers and communication with them are vital parts to creating a personalized facial experience. Our most recommended treatments are Permanent Eyebrow and Eyeliner Makeup, which can allow you the freedom to skip eye make-up application in the morning. Our goal is to bring a positive change to every customer's life in a good and young looking change. If you stop by as a first time customer and mention Chopsticks NY we will discount our Facelift treatment to half price (Reg. \$180).



Corina Fox
Owner/Aesthetician

129 Beaver St., Ste. 204, Corin's & Hester (Bkly)
Tel: 212-246-7710

Bling Lash

Our salon philosophy has always been "the customer comes first". We are dedicated to making our clients happy and beautiful with each visit. Our signature services include eyelash extensions, eyebrow extensions, hair and nails. We always aim to create vibrant looks that feel and appear natural. To make our clients extra comfortable during treatments all of our beds have been equipped with temperature control. You can also look forward to the opening of our new nail salon at our 23rd Street location.

Stop by this month and mention Chopsticks NY to receive 20% off on all Bling Lash services.



Jennifer Stevens
Owner/Esthetician

301B 29th St., Btr. 5B & 6th Ave.
Tel: 212-475-2220 | www.blinglash.com

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Kristine Lee
Manager/Aesthetician

187 Beers St., Box One, Green R. Howard (Bkly)
Tel: 212-988-0521 | 212-988-8881 | www.kssbeauty.com

CCi Beauty Spa

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Jennifer Li
Manager

214-236 Grand St., Rm 211, Btr. K Green (Bkly)
Tel: 212-660-2026 | www.ccibeautyspa.com

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Appointment: 212-880-3526 10AM-7PM / 7days

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CHOPSTICKS NY™

KAWAII in New York

By Julie Soefer

Fashion is the ultimate expression of kawaii, because nothing is cuter or cooler than a glamorous outfit that makes its wearer feel pretty! These days, threads of Asian heritage are woven into the fabrics of the world's most stylish labels. The designer in charge of the famous French fashion house Balenciaga is an Asian-American, Alexander Wang; meanwhile, at Tods, a well-known Italian brand, the Creative Director for fashion and accessories is Derek Lam, who is also Asian-American. Meet the leading Asian lights in fashion, all based here in NYC.

Prabal Gurung, born in Nepal, is known for gorgeous evening wear that combines old-school elegance with futuristic cuts and innovative fabric combinations. These look super-glamorous on sexy women of any age. Especially chic is his ab-a-moder, totally twenty-first century take on the tuxedo: www.prabalgurung.com



Jessica Lee is a native Brazilian of Korean heritage who creates clothing that is sold at Japan's Junken and Hong Kong's Joyce. But her New York customers love watching her charming British Silver statues, and consulting her on custom designs—especially when they're wedding bells, for her bridal gowns are lovely and her hand-tailored shirts are perfection: www.jessicalee.com

Bibhu Mohapatra, a favorite of First Lady Michelle Obama, was born in India. Mohapatra shows his collections in Manhattan, during Mercedes-Benz Fashion Week—and in Mumbai during Lakme Fashion Week. Proud of his heritage, he created a collection to spotlight the artistry of traditional weavers in his Indian home state of Orissa: www.bibhu.com

Thakoon Panichgul, born in Thailand's Nakhon-Pathom Province, and used to abdicate after getting a nod from Anna Wintour in "The September Issue," the 2009 documentary about Vogue magazine. Fans of his pretty pants include Sarah Jessica Parker and Michelle Obama: www.thakoon.com

Sacai was one of the most talked-about shows at last month's Paris Fashion Week. It's the feathered label of Japanese designer Chitose Abe, who has developed a worldwide cult following for combining wildly different fabrics and textures in one unexpectedly chic garment, a fine example is this masculine, military-inspired coat with ultra-girly blue lace accents: www.sacai.jp



Julie Soefer has covered culture and style for *Esquire*, *Wall Street Journal*, and created a fashion design column for *BusinessWeek*. She currently resides in New York.

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Shop Guide

The following is a list of shops where you can buy Japanese goods, mostly art and craft.
 ◆ Design made in www.chopstickny.com
 ◆ Chopsticks ART and table林枝

FASHION

Upper West **Bif's Knits***
 141 Columbus Ave (bet 75th & 76th Sts) Clothing

Upper East **R by Disney**
 910 Madison Ave (bet 66th & 67th Sts) Clothing

Upper East **Sequoia Accessories**
 120 Madison Ave (bet 17th & 18th Sts) Accessories

Upper East **SEIGYO NECKWEAR**
 120 Madison Ave (bet 17th & 18th Sts) Accessories

Midtown West **UNIQLO**
 100 5th Ave (bet 33rd & 34th Sts) Clothing

Midtown West **UNIQLO**
 100 5th Ave (bet 33rd & 34th Sts) Clothing

Midtown East **Milk House**
 100 3rd Ave (bet 40th & 42nd Sts) Clothing

Midtown East **Zero Marathon**
 100 5th Ave (bet 40th & 42nd Sts) Clothing

Chelsea **Jeeko Yoneda**
 204 Madison Ave (bet 75th & 76th Sts) Clothing

Gramercy **Brooklyn New York**
 1600 Madison Ave (bet 16th & 17th Sts) Clothing

Uptown Village **Yenoki**
 201 1/2 Uptown St (bet 4th & 5th Aves) Clothing

East Village **ANBOSY**
 420 E 1st St (bet 3rd & 4th Aves) Clothing

East Village **Local Clothing**
 201 E 1st St (bet 3rd & 4th Aves) Clothing

East Village **Princess Hotel***
 100 University Place (bet 1st & 2nd Sts) Clothing

East Village **Tokio 1***
 100 1/2 St (bet 2nd & 3rd Aves) Clothing

East Village **Tokyo Joe**
 104 1/2 St (bet 2nd & 3rd Aves) Clothing

Tribeca **Bif's Knits Tribeca**
 220 Greenwich St (bet 6th & 7th Aves) Clothing

Tribeca **Milk Interiors**
 100 W 21st St (bet 4th & 5th Aves) Clothing

Chinatown **Artis**
 70 W Broadway (bet 5th & 6th Aves) Accessories

Brussels New York*

201 1/2 Uptown St, 8th Fl (bet 4th & 5th Aves) **Lingerie**
 213-441-3029

Sofia **Facial Index**

124 2nd St (bet 4th & 5th Aves) **Skincare**
 212-441-3029

Sofia **Karen's Closet**

104 1/2 West St (bet 4th & 5th Aves) **Lingerie**
 212-441-3029

Roku **Marie Matic**

104 1/2 Thomas St (bet 4th & 5th Aves) **Skincare**
 212-441-3029

Sofia **R by 45grms**

104 1/2 Union St (bet 4th & 5th Aves) **Lingerie**
 212-441-3029

Sofia **UNIQLO**

104 1/2 West 4th St (bet 4th & 5th Aves) **Clothing**
 212-441-3029

Sofia **Yolki Yamamoto**

104 1/2 Union St (bet 4th & 5th Aves) **Clothing**
 212-441-3029

Quattro **Brooklyn New York***

130 1/2 3rd Ave (bet 29th & 30th Sts) **Lingerie**
 212-441-3029

New Jersey **UNIQLO**

400 3rd Avenue (bet 10th & 11th Sts) **Clothing**
 212-441-3029

New Jersey **UNIQLO**

1 Garden State Pkwy (bet 10th & 11th Sts) **Clothing**
 212-441-3029

Uptown Town **Elisa's Gift Shop**

100 1/2 Madison Ave (bet 10th & 11th Sts) **Accessories**
 212-441-3029

Uptown Town **Elisa's Gift Shop**

100 1/2 Madison Ave (bet 10th & 11th Sts) **Accessories**
 212-441-3029

Midtown West **Boys UNIQ**

100 1/2 West 3rd St (bet 5th & 6th Aves) **Book**
 212-441-3029

Midtown West **Kanshanya Booksellers**

100 1/2 3rd Ave (bet 4th & 5th Aves) **Book**
 212-441-3029

Midtown West **Midnight USA**

100 1/2 3rd Ave (bet 5th & 6th Aves) **Book**
 212-441-3029

Midtown West **Midtown Classics***

100 1/2 3rd Ave (bet 5th & 6th Aves) **Book**
 212-441-3029

Midtown West **JHU Comics Prints***

107 1/2 3rd Ave (bet 5th & 6th Aves) **Book**
 212-441-3029

Midtown West **Midtown Classics***

100 1/2 3rd Ave (bet 5th & 6th Aves) **Book**
 212-441-3029

Chinatown **Iseng Amara***

202 2nd St (bet 4th & 5th Aves) **Accessories**
 212-441-3029

East Village **Futaba/Fitter***

100 Greenwich St (bet 4th & 5th Sts) **Wear**
 212-441-3029

East Village **Karen's Video St. Marks**

121 1/2 St (bet 4th & 5th Aves) **Video Games**
 212-441-3029

East Village

St. Marks District

100 1/2 Mott St (bet 2nd & 3rd Aves) **Wear**
 212-441-3029

East Village **Service Mart**

40 Greenwich St (bet 3rd Ave & 5th St) **Books**
 212-441-3029

East Village **Toy Tokyo***

100 1/2 Union St (bet 4th & 5th Aves) **Toy**
 212-441-3029

East Village **Video Games New York***

100 1/2 3rd Ave (bet 4th & 5th Aves) **Toy**
 212-441-3029

Sofia **Indiebook**

100 1/2 Union St (bet 4th & 5th Aves) **Toy**
 212-441-3029

Sofia **Swiss Miss & Sofia**

400 1/2 Union St (bet 4th & 5th Aves) **Books**
 212-441-3029

Brooklyn **Zakka Co.***

100 1/2 Union St (bet 4th & 5th Aves) **Book**
 212-441-3029

Quattro **Asano Castle***

100 1/2 3rd Ave (bet 4th & 5th Aves) **Accessories**
 212-441-3029

Quattro **Asano Castle**

210 1/2 Union St (bet 4th & 5th Aves) **Accessories**
 212-441-3029

New Jersey **Grandma Fleisch***

100 1/2 3rd Ave (bet 4th & 5th Aves) **Toy**
 212-441-3029

TRADITIONAL

Midtown East **Minamoto Kitchens***

100 1/2 Madison Ave (bet 10th & 11th Sts) **Cookware**
 212-441-3029

Midtown East **Princess Plates**

100 1/2 3rd Ave (bet 10th & 11th Sts) **Tableware**
 212-441-3029

Chinatown **KYOTOYA***

210 1/2 3rd Ave (bet 4th & 5th Aves) **Accessories**
 212-441-3029

Chinatown **Keiyo Home**

100 1/2 3rd Ave (bet 4th & 5th Aves) **Accessories**
 212-441-3029

Chinatown **J-HD Garage***

100 1/2 3rd Ave (bet 4th & 5th Aves) **Accessories**
 212-441-3029

New Jersey **Mars New York**

100 1/2 3rd Ave (bet 4th & 5th Aves) **Accessories**
 212-441-3029

Chinatown **Yanagawa Pottery***

100 1/2 University Ave (bet 1st & 2nd Sts) **Accessories**
 212-441-3029

Midtown East **Japanese Cutlery Center**

100 1/2 University Ave (bet 1st & 2nd Sts) **Accessories**
 212-441-3029

Chinatown **Koma***

100 1/2 University Ave (bet 1st & 2nd Sts) **Accessories**
 212-441-3029

Chinatown **Saito New York***

41 1/2 3rd Ave (bet 1st & 2nd Sts) **Accessories**
 212-441-3029

Chinatown **Kichisawa & Co. Co. Inc.**

100 1/2 University Ave (bet 1st & 2nd Sts) **Accessories**
 212-441-3029

GALLERY

Upper West

151 1/2 West St (bet 7th & 8th Aves) **Gallery**
 212-512-3313

Midtown East

405 Madison Ave (bet 35th & 36th Sts) **Gallery**
 212-935-8810

Chelsea

100 1/2 20th St (bet 10th & 11th Aves) **Gallery**
 212-524-4000

Chinatown

100 1/2 University Ave (bet 1st & 2nd Sts) **Gallery**
 212-441-3029

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 212-441-3029

CHOPSTICKS-NY | Vol. 688 | Apr 2015 | www.chopstickny.com **21**



All Things New from Stores, Products to Events

CAFE

Quality Comes First in This New Matcha Cafe

With a unique bitter flavor and tremendous health benefits, matcha is now steadily infiltrating New York's cafe scene. Matcha is a high-quality powdered green tea used in tea ceremonies, but the recent matcha craze goes beyond the authentic usage. A new Japanese-owned take-out cafe in Alphabet City, Matcha Cafe WAB, offers authentic, ceremony-style matcha in a casual setting. When they take an order, their well-trained staff gets about whirling matcha just like in a tea ceremony. But unlike tradition, in this small cafe there is no room to get nervous about manners. Since it opened last December, WAB has gradually attracted neighborhood crowds who appreciate "quality", which is exactly what this cafe explores. They also serve hand-drip coffee using beans exclusively provided by SGRIM COFFEE ROASTERS. The coffee at WAB is meticulously designed to produce full-bodied yet mild flavors that are popular in Japan. "Quality comes first in WAB", says Mr. Ken Mizutani, co-owner of the cafe, who is a long-time sweets lover. Naturally, this cafe's original sweets are mouthwatering and a great accompaniment with their drinks.



Always keep and store matcha in a tight, airtight container to prevent oxidation.



WAB's matcha comes from Uji and Shizuoka, major sources of quality matcha green tea (top). Original matcha is introduced exclusively at WAB. Pictured is Sabori matcha (medium), spring sweets (bottom), cherry blossom (far left).

Matcha Cafe WAB 220 E. 4th St. (bet. Avenue A & B) New York, NY 10003

SHOP/PRODUCT

Discovering the Ultimate Sleep of Your Dreams

Have a more restful experience with a new mattress. Arvive is its constructor. Unlike traditional mattresses and covers, the Arvive is 80% air. It is a woven structure of main fibers that allows resistance and the extreme temperatures of normal sleep to disrupt without disturbing the sleeper. Rather than holding you in place, Arvive supports your natural movements, making comfort easy. While it has just become available in U.S. sizes, Arvive has gained considerable fame worldwide, including six Sochi Olympic medalists, the Four Seasons Hotel and Japan Airlines.

If endorsements from the best aren't enough, the new Soho store allows customers to experience Arvive on their own. Simply call for an appointment and you'll be treated to a 30-minute nap in their comfy sleep room. From seat cushion, pillows, mattresses and even portable pads, Arvive will help you achieve the sleep you've always dreamt about.



Arvive is durable and easy to clean. Simply place the cover in the wash machine and Arvive products will perform like new for approximately one year. The Arvive mattress is about 27 inches wide (less than 5 inches for a maximum transformation of air and strong support of the body at once).



Rest that aids therapeutic and restorative properties to help your guests into restful sleep.



All the Arvive showroom is half so you can not only check out all Arvive but also experience the benefits.

Arvive 101 Broome St. (bet. Mercer St. & W Broadway) New York, NY 10013 | www.arvive.com

BEAUTY/SHOP

Salon Turned Lifestyle Destination

While hair salons that offer clients coffee and retail hair products at the check-out counter are now the norm, Commune at KRASi transforms these typical salon touches into a full-blown lifestyle concept that is all together new and unique. Built upon the down-to-earth community vibe of Williamsburg's original Commune Salon & Gift that opened over 10 years ago, it's easy to lose track of your original intention to visit as you glide into its airy, light-streaming interior of all white and pale woods.

Perhaps you had indeed initially come to the recently relocated Salon to get a Spring / Summer 2015 chic-not-tacky-style cut with the owner Alie who does that "easy, natural beauty" thing to exquisite perfection. Although the customizable aromatherapy shampoos and relaxing massage-style wash is worth coming for even on its own.

Buying a one-of-a-kind present for your sister who adores delicate jewelry and locally hand-crafted candles, is also a good reason to stop by too. So is choosing that stand-out house warming gift from the wooden shelves (told with nature-filled, hand-crafted pottery, wooden utensils, and other kitchen goods — a new trend offered under Alie's holistic lifestyle concept.

Commune Williamsburg's well-being, healthy residents and workers another excuse to stop by every day with Coffees at KRASi, the street-facing espresso bar with light bites, opening next to the Shop and Salon. No matter the initial reason, Alie explained, "It is the overall feeling, sense of community of comfort, and of a happy, fun-loving lifestyle that I want to offer each of our customers."

Under KRASi's cozy-beautiful umbrella, you'll be coming for all three.



The stated staff has set working and rest areas in the naturally lit salon room.



Wooden bracelets and one-of-a-kind pieces by local artisans.



Alie's vision for hair is an artistic interior space.

DRINK

KURAMITSU:
Junmai Daiginjo
Made from
Unique Rice

Kikusui Sake Co., Ltd., a 130-year old sake brewery in Niigata Prefecture, is well known for its canned name (yakasaikuru) sake with a gold label and an impressive Japanese logo in the U.S. market. They have recently released Junmai Daiginjo KURAMITSU, a sake that pulls out the full flavor of locally grown Uonuma Koshihikari rice. Niigata Prefecture produces high quality rice, mainly for cooking. Koshihikari grown in this region is one of the most prestigious rice varieties based on its quality. Kikusui succeeded in crafting a unique premium daiginjo-class sake by using this highly regarded rice harvested in Niigata's Uonuma City. Usually rice for eating has a smaller grain than rice for making sake, which means it's not really cost effective to use the rice for sake brewing. However, the brewery uses Uonuma Koshihikari 100%, which means it is polished slowly over 6 days until the rice size has been reduced down to 23%. The result is an elegant and flavorful sake with a touch of sweetness from the Uonuma Koshihikari rice.

To enjoy the beautiful taste of Kikusui KURAMITSU, it's recommended that you drink it chilled. If you drink it at room temperature, you'll find it to be a little sweeter. It complements cream cheese and seafood spaghetti, but it also goes great with aged beef, sushi, and sashimi.

Kikusui Sake Co., Ltd. www.kikusui-sake.com/en/



BEAUTY

ReFa S CARAT:
Roll Your
Skin with
Microcurrent

The new ReFa S CARAT has all the benefits of ReFa products but with acute precision meant for delicate facial features. Utilizing solar energy through its panel, the ReFa S CARAT creates microcurrents that uniquely massage deep within your skin. The spherical rollers help stimulate blood flow and improve circulation, while the platinum coated rollers allow for a smooth kneading motion. Eyes, cheeks, forehead, eyebrows, nose, and lips are all areas that undergo daily stress. The new look of ReFa S CARAT highlights amazing pinpoint accuracy when rolling and massaging over the face.

The sleek design also makes it perfect for taking on the go. Since ReFa S CARAT is water-resistant, you can apply your own favorite lotion or serum before rolling; just wipe off to keep the roller clean after everyday facial massage. Simply changing the angle of the ReFa S CARAT rollers, you can control the intensity of your massage and the area of its use. The ReFa S CARAT always leaves skin feeling rejuvenated and beautiful!



ReFa USA www.refausa.com | TEL: 888-459-5449

Green Tea Production in Japan



Major Tea Production Regions



1. Shizuoka Prefecture	33,430 tons
2. Iagochi Prefecture	25,800 tons
3. Mie Prefecture	7,710 tons
4. Miyazaki Prefecture	4,080 tons
5. Kyoto Prefecture	3,170 tons

Source: Ministry of Agriculture and Fisheries, 2013

Enjoyed every day in every household, green tea could be called the national drink of Japan. Unlike fully oxidized black tea and partially oxidized Chinese tea, the green tea drunk in Japan has a greater aroma and taste. Tea trees are commercially grown all the way from Okinawa in the south to Akita in the north. A cold climate and a certain amount of precipitation are necessary to grow tea trees, so most of the tea production regions are located in the southern part of Japan. Here are the major tea production regions and their features:

Shizuoka Prefecture

Being the Pacific Ocean, Shizuoka Prefecture boasts a mild climate all year round. Tea trees are cultivated throughout the region, which produces almost 40% of all the tea in Japan.

Kagoshima Prefecture

Located in the southwestern part of the island of Kyushu, this prefecture has warm weather and vast, flat lands. Farmers make the most of these features to cultivate tea trees, and they have mechanized much of the harvesting process to increase efficiency. The Kagoshima region has the earliest harvest of the year

because of its geographical advantages, and its production is increasing each year.

Mie Prefecture

Like Shizuoka, this prefecture faces the Pacific Ocean and has a mild climate. Its harvesting time, however, is a little later than that of other regions. Mie is known for its high-quality "kabuse-cha" and is the leading producer in Japan of this particular type of tea.

"Kabuse-cha" is cultivated using a unique method in which the tea trees are screened from the sun three to ten days prior to the harvest. This results in the final product having more theanine, which is a source of umami.

Miyazaki Prefecture

Adjacent to Kagoshima and enjoying mild weather, Miyazaki also harvests its tea leaves earlier than other regions. Although that is the seventh-largest area of tea production in Japan, it is the fourth-largest. A wide variety of tea—from sencha and gyokuro to bancha—grows in this region, where production of tea continues to increase. Miyazaki tea is known to have a round and full-bodied taste.

Kyoto Prefecture

It is believed that tea has been cultivated in this area since the twelfth century. Tea trees are grown mainly in the southern region of the prefecture, in towns such as Uji, Waduka, and Himeji-cho. Uji-cha is known as a prestigious quality tea throughout the world. Since the area is traditionally related to the culture of the nobility, which consumed matcha during tea ceremonies, this region produces more matcha tea leaves that are made into matcha than other regions.

Other Notable Tea Production Areas

Sayama in Saitama Prefecture

Known as one of the three best types of green tea (along with Shizuoka-cha and Uji-cha), Sayama-cha is produced in the western part of Saitama Prefecture. The temperature is relatively low for tea cultivation, and Sayama-cha tends to have thick leaves and is naturally rich and full-bodied in taste.

Yame in Fukuoka Prefecture

Yame-cha is produced mainly in Yame and Chikugo on the Chikugo River. The high soil quality of the plain makes Yame-cha rich and sweet. The fog of the mountain blocks direct sunlight without using the screens that are used for higher-quality teas and makes Yame-cha naturally umami-rich.

Tencha: Tea for Matcha

Tencha tea leaves are used for making matcha. Unlike other green tea leaves which are steamed in water and then removed, matcha (powdered tea) is created by stirring ground tea leaves into water with a whisk. Since the water temperature is considered the quality of the tea must be really high. During the growing process, sun tea is covered with screens in least 20 days prior to its forest shielding it from direct sunlight. After being harvested, tea is steamed and dried in a special furnace, but unlike other types of tea, it is not heated. Carefully cultivated and processed, tencha is ground into matcha tea powder. The top production region is Kyoto, followed by Uji and Shizuoka Prefectures.

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SPRING IS THE SEASON FOR SHINCHA



Spring is upon us, with thoughts turning to warmer weather, buds in bloom and new pastries. In Japan this is the season of shincha, the year's first harvest of green tea leaves. Like Japan's sakura (cherry blossoms) from where pink blossoming powder is determined by location, shincha is harvested in various parts of the country at different times. The earliest shoots can be gathered in Kappomura on the southern island of Kyushu at the end of April. Next comes the famous tea-producing region of Shoukaku on Honshu, where shincha is harvested from mid to late April. Finally shincha in the southern part of Kyoto called Uji is ready in early May.

The famous Kyoto tea company Ippodo has a store in Midtown Manhattan, and its shincha is exclusively supplied from Uji. According to Ippodo tea Connoisseur Riechen Kato, what makes shincha special is its sweeteness, umami and fragrance. There are variations based on the tea-producing region, but even shinchas from the same region will never be the same from year to year, let alone from year to year. This way you prepare tea can help bring out its taste, so I set out to learn from the tea masters how to maximize shincha's potential.

The drinking of shincha is an annual ritual that is said to ensure one's health for the whole year, so

it makes sense that it is prepared with the utmost care. Ms. Kato showed me how two heaping tablespoons of tea leaves (about 10 grams) should be added to the teapot, with water separately being brought to boil. Next the boiling water should be poured into three simply teacups, which allows the water temperature to drop by about 10°C. The water should then be transferred to the teapot, which will cool it even further to around 80°C, which is optimal for shincha.

The leaves should steep for 40 seconds before being poured into the teacups a little at a time in fact, which went against my natural tendency to fill up one cup completely before moving onto another. Ms. Kato said that tea is literally good to the last drop, soaking the teapot evenly into all three cups until nothing was left. We compared the cups I had poured and those of Ms. Kato, and hers were a lighter green. He explained that color, density and taste very based on the leaves and was enough our respective teas were distinctly different but delicious in their own right.

—Reported by Stacy Smith



The shincha preparation process begins by pouring two heaping tablespoons of tea leaves (about 10 grams) into the teapot, while holding water in the teacups.



Next the boiling water is poured into the cups, which allows the water temperature to drop by about 10°C and then transferred back to the teapot to cool further.



Finally the tea is poured into three separate tea preparations. The tea is to pour a little into each cup in turn before filling them up.



Ippodo shincha is shincha absolutely from Uji, which has since an early history. This year's shincha will be available at the store by mid-May and shincha workshops will be held.

Apparel Tea, New York:
125 E. 30th St., New York, NY 10016 | Tel. 212-995-6668
www.apparel-tea.com/gifts/teashop.html

Reservations for shincha tea!

Only a limited supply available!

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Make your reservation to ensure you enjoy this year's shincha tea.

Made exclusively from the year's first tea buds, Ippodo's shincha tea is available for a limited time only, from around early May to the end of June.

This seasonal tea possesses a delicious, fresh taste, but only a limited supply is produced.

So we recommend that you reserve your shincha to ensure that you'll be able to enjoy this special seasonal tea.

Special Price

Reservation entitles you to purchase shincha at a special reduced price



	Special price	Regular price
100 g bag	\$30.00	\$39.00
Medium can	\$48.00	\$56.00
Large can	\$50.00	\$56.00

Reservation details

- 1 How to make your reservation
Visit our Ippodo New York store or call (212) 370-0800
- 2 Reservations accepted
April 1 to April 30
- 3 Location of pick-up
Ippodo New York Store (Delivery not available)
- 4 Tea becomes available for pick-up
When product goes on sale, which is expected to be around May 10. (May may depend on the weather.)
* Please note that the tea leaves used to make shincha can still be harvested and even if scheduled to be picked until the beginning of May.
- 5 Payment method
Cash or credit card at time of pick-up



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Japanese Wagyu Made Food Professionals' Hearts Melt



On February 18th in New York City, Japan Livestock Industry Association (JLIA) hosted a Japanese Wagyu Beef seminar. The goal of this event was to familiarize New York food professionals with this uniquely Japanese protein source, which is very different from any other type of beef – and, many believe, far superior to every other type of beef. Japanese Wagyu Beef is a delicacy known throughout the world for its sweet flavor and melt-in-the-mouth texture – even foodies who have never tasted genuine Japanese Wagyu, have heard of its reputation for unparalleled excellence.

What is 'Wagyu'?

Wa means harmony in Japanese, and Wagyu Beef is said to be in harmony with the Japanese climate. Wagyu cattle are strikingly beautiful animals, said black in color from head to tail. Growing from small calves into large majestic adults, these gentle creatures provide meat that is internationally famous for its taste and tenderness. Other places in the world try to imitate the Japanese Wagyu herdsitory tradition – such as “American Wagyu beef,” which comes from imported calves raised in America. But only cows born and raised in Japan qualify as genuine Japanese Wagyu cattle – and only the meat from these cows may carry the Japanese Wagyu Beef logo.



For the first three months of life, each Japanese Wagyu calf is free to roam and graze on grass and hay, to develop a strong digestive system and healthy appetite. The animals are not fed growth hormones. Between the age of 3 and 10 months, the calves are auctioned to farmers' farms, at which point each animal is issued a pedigree registration certificate. On the farm, the cows are fed a fattening diet, protected and confined to prevent over-developing muscles or sinews that might toughen their flesh. Japanese Wagyu cattle are massaged every day, to improve their circulation and to balance out the subcutaneous fat (the fatty tissue under the skin), so that it is evenly distributed – this produces the “marbling” for which Japanese Wagyu beef is famous.



“Stable to Table” – Wagyu’s Journey From Farm to Restaurant



As guests entered The Krono Hotel's conference room to join the event, they were able to learn about Wagyu by reading a comprehensive packet of published materials, and watching a highly informative slide show that told the story of Japanese Wagyu

Beef “from stable to table.” Newly, cradled in a large tray of ice, were displayed two large, vacuum-packaged cuts of Japanese Wagyu Beef – a Strip Loin and a Hoysi Roll. There was also an illuminating display of photographs showing different traditional ways diners may enjoy the cooked meat, as steak or roast beef, in Sukiyaki or Hoysi-yaki (grilled on the leaf of a Japanese magnolia).

After everyone was seated, Mr. Nenba Toshiaki of Japan Livestock Industry Association welcomed the attendees, his colleagues in the food industry, and delivered a short lecture on Japanese Wagyu Beef. As the acting secretary of the Japan Wagyu Beef Export Promotion Committee, he is widely recognized as the expert on the topic.

The Wagyu Beef logo on the package is one sure way to recognize this meat. Of course, these are other characteristics that set it apart: those who have seen and tasted Wagyu – raw and cooked – will immediately recognize the meat's soft, smooth texture and red-and-white marbled pattern, as well as its unique aroma and flavor. Mr. Toshiaki cited an interesting statistic: As of February 1, 2014, the total number of cattle in Japan was about 2.6 million; the total number of Wagyu cattle was about 1.6 million. It is a rare breed.

The white in the marbled pattern is, of course, the fat, a key feature that makes this meat so special. Wagyu fat has a very low melting point and sweet flavor. While cooking, Wagyu produces a rich, sweet smell that many compare to caramel. The fat is equally as prized as the meat, sometimes sold separately as tallow. It is unsaturated and high in oleic acid, the fatty acid that also occurs naturally in vegetable oils, such as extra virgin olive oil. Wagyu fat is the result of very careful planning on the part of the cattle raisers, whose farms are small so that close watch can be kept over the cows at all times, to ensure strict standards of hygiene and quality control. Records are kept on each cow, according to rules set by the Ministry of Agriculture, Forestry and Fisheries. What's more, each animal is “nose printed” – the skin of every cow's nose has unique markings individual to that animal, just like a person's finger print. Each cow is also given a 13-digit identification number.

As Mr. Toshiaki emphasized during his opening remarks, genuine Japanese Wagyu Beef must be born and raised only in Japan. The detailed regulation

system ensures that every cut of Japanese Wagyu beef will be traceable to the farm where the cow it came from was raised. Key details of each Wagyu cow's life are precisely recorded, from place of birth to date of slaughter. This information is easily accessed simply by entering the animal's registration number on the website: <https://www.id.nifco.jp/english/index.html>. Japan's 15-step grading system (seven categories of 3 grades for yield and 5 grades for meat quality) guarantees that meat with the Japanese Wagyu Beef logo delivers consistent quality. Japan is the only country in the world that subjects its beef to such an elaborate grade assessment. "The official beef grading system is a tool to be proud of," Mr. Tashiro said. Ten percent of Wagyu is graded A5, the highest grade, 40 percent is graded A4. The remaining 50 percent is graded A3. A typical high grade of Wagyu is A5, BMS 7. (BMS stands for Beef Marbling Score.) This is the grade of meat the seminar attendees were treated to.

Efficient, Delicious Ways to Prepare and Cook Japanese Wagyu Beef

Next, Mr. Katsu Eguchi, master butcher and designated demonstrator, showed the most efficient and aesthetic ways to prepare cuts of Wagyu for different dishes. First, the Strip Loin was placed on the cutting board, fat side up, to remove the thick outer layer of fat. The chef demonstrated how to cut it by hand (use a hot knife) through butter. Mr. Eguchi's blade first carefully carved away layers of fat into thin strips, which were then passed around on a plate for attendees to smell and touch. As the Wagyu fat began to melt at room temperature, the strips appeared translucent, resembling slices of toro (tuna). Mr. Eguchi then sliced the marbled meat into steaks after the attendees got a closer look at the steaks, the meat was taken to the kitchen next door for grilling. Soon, the scent of grilled Wagyu beef filled this conference room.



The next cut of Wagyu beef was the Ribeye. It was carefully placed on a special Namburu brand meat slicer—a gleaming, stainless-steel machine weighing 110 pounds, which the seminar's organizers especially arranged, "because it is used to it," Mr. Eguchi explained. He then demonstrated how to cut Wagyu into slices suitable for Sukiyaki. (The end, Sukiyaki meat ranges between 1.2 to 2 millimeters thin, but 1.5 is preferable for Wagyu beef.) The chef held up several slices to show how each one has a "front" and a "back" side—the front emerges from the slice laid down, and should be flipped over to display the marbling in the meat most aesthetically. This is especially important in a yakitori BBQ setting, where customers are

presented with a platter of raw meat that should look as appetizing as possible (For yakitori, Mr. Eguchi recommends slicing the Wagyu a bit more thickly, 2.5 millimeters. For shabu-shabu, meanwhile, he suggests slicing Wagyu to a thickness of just 1 millimeter.) Platters of the sliced Wagyu were passed around, so everyone in attendance could get a closer look at how the meat resembles shiny, marble-patterned fabric. Then the sliced meat was transferred to the cooker in charge of making the yakitori. The thinly-sliced Wagyu was gently sautéed with onions, cabbage, and scallions, then kept warm until ready to serve.

Finally, Mr. Eguchi expertly sliced the remaining Wagyu by hand, cutting it into small rectangles, 8 millimeters thick—these were passed on to the kitchen for grilling, and later emerged as a special treat for the attendees. Served on little, round hamburger buns, each speared with a toothpick, these mini-sandwiches were served with Grey Peacock (Dijon) mustard, as an international update on all-American "dishes," somewhat reminiscent of the iconic Philly cheesesteak.

The Pros Taste Wagyu, Sharing Feedback and Creative Ideas

All the organization expertly roasted the steak, the yakitori, and the sliders, and were very enthusiastic about all three. The steak and the sliders both appealed to the grilled meat aficionados, and the attendees were especially impressed by the remarkable tenderness of the thinly-sliced Wagyu, which required no tools, and could easily been enjoyed with a spoon. Even after marinating and keeping warm and ready to serve, the Wagyu in the yakitori did not have a hint of dryness, and the broth was surprisingly rich, as a result of the meat's high fat content.

Jack Senni, owner of Empress Sushi-Mos, was impressed with the event overall. "It's one of the best seminars I've attended, because the food is unbelievable and it's great to learn about the history of the cows and how to prepare the meat," he said. "At our restaurant we've offered Wagyu from Japan for four months now, and it's been such a great learning experience. The best Wagyu? When a customer eats it, is it really Japanese? We can say, 'Of course! It can bring you the price— we even know the cows' uncle!'



Jack Senni, owner, Empress Sushi-Mos

Among the chefs in attendance were Adam Leipzig of Del Frisco's Grille, who pointed out that Wagyu "has an excellent mouth feel—it's incredibly tender," and his co-chef of Pronto Forno. "The steaks were really interesting and extra嫩," Leipzig said. "The cutting demonstration was great. Of course, the taste of the Wagyu is tremendous!" He looks forward to using Wagyu in his signature Italian classic "maybe as a carpaccio-type raw preparation."



Adam Leipzig, chef, Pronto Forno

The world famous meat of the Japanese Wagyu cattle might even have potential to inspire a French accent. "We want to see if we can introduce Wagyu in the country of France," said Chef Didier Bodard of Mademoiselle, who uses VP of Mademoiselle Gastronomie de France, a group whose goal is to promote and spread the French culinary arts. "France will be as auXous I guess, but the quality is fantastic," Bodard added. "Wagyu has the texture of filet mignon, but with much more taste."

CHEF ADAM LEIPZIG, PRONTO FORNO

Japanese Restaurant Review

Yuka Japanese Restaurant
 Ninja New York
 BentOn Cafe

Listings

Japanese Restaurant

Yuka Japanese Restaurant

1507 2nd Ave. (bet. 80th & 81st Sts.), New York, NY 10039
 Tel: (212) 777-9879 | www.yukanyc.com
 Mon-Tue 5-11 pm, Sat 5-11:30 pm, Sun 12-11 pm

With over 25 years experience, Upper East Side mainstay, Yuka, has perfected the recipe for longevity in a city that drives the need for the new. Their success begins with a wooden sushi bar manned by three entertaining chefs. Do not let these fun-loving characters fool you, each has trained in Japan and the U.S. for over twenty years. Yuka is famous for its All-You-Can-Eat sushi special. For \$22.95 guests can sample from over fifty items including sashimi and rolls. Portions are so big that you cannot eat them all in one sitting. "We provide a great value, but our business cannot survive without high quality fish," co-owner said. Here salmon is king. Scottish salmon is soft, fatty fish is showcased here in the Salmon Sashimi Sashimi and the lightly grilled Salmon Teraki. People come from Queens, New Jersey and all over Manhattan for Yuka's unique blend of quality, value and customer service. If that's not enough, they are one of the very few restaurants in New York City that carry the sought-after Asahi draft beer.



Packed with salmon fish your eyes will feast on the colors of the Deluxe Sushi Platter and your stomach will soon be full with its six pieces of sushi and tempura roll for only \$12. Add a bottle of sake for a satisfying conclusion.



A classic decor evokes sense of a time when sushi was new to New York.



The Abalone Roll is one of the most extra top sellers for good reason. Cool scallops and fatty scallops sashimi with fresh sea salmon and potent tasting cheese Abalone with fresh rice in one bite.



These spicy tuna or salmon and scallops rolls for a fresh light taste.

3 Best Sellers

■ All-You-Can-Eat Special	\$22.95
■ Rainbow Roll	\$1.95
■ Deluxe Sashimi Platter	\$19.95

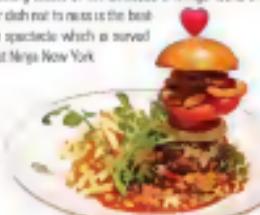
Ninja New York

21 Hudson St., Pier, 2nd Fl., Battery Park City (Box 2) New York, NY 10006
Tel: 212/334-4500 | www.ninjanyork.com
Mon-Fri 5-11 pm (M-F Sat, 5-11 pm Sun, 5-10 pm)

The nine-year-old Ninja New York is best described as not just a restaurant, but an experience. As soon as you enter the underground space, you will feel as if you have entered a world where ninjas are lurking around every corner. According to Manager Yoko Takei, Ninja strives to provide customers with a large screen to go along with their meals. To achieve this, ninjas pop out from behind screens to serve food or scare customers, and many of the dishes have a strong element of presentation. For example, the newly introduced Shiroki Burger is a sight to see. Its unbelievable height is designed to look like a watchtower and it features a thick patty topped with onion rings and tomatoes and surrounded by cheddar, thick and sauced in a tomato-basted Bechamel sauce. Another new addition to the menu is the Ninja Castle, which is served with a fillet topped with its possibly for kats, but will have adults drooling tasting of the delicious offerings found in the three layers of food. Another dish not to miss is the best-selling Angus NY Strip Steak, a spectacle which is served a la carte. Eat, drink and have fun at Ninja New York.



The Ninja Castle is topped with a spudette and contains three layers of food to kats.



The Shiroki Burger is an impressive tower you'll have to napkin to enjoy. The dish features sliced eggs, teriyaki chicken, fries and salad.



The Angus NY Strip Steak is served on fire and topped with truffle garlic and asparagus.



You will feel as if you have entered a ninja compound!

3 Best Sellers

- The Ninja Castle \$18
- Shiroki Burger \$16
- Angus NY Strip Steak \$26

BentOn Cafe

129 Williams St., Unit, John A. Farley Bldg (Box 2) New York, NY 10038
Tel: 212/966-4998 | www.bentoncafe.com
Mon-Fri 11 am-10 pm Sat: 11 am-10 pm



Though originally from Japan, BentOn bento boxes are now taking on a new style that perfectly accommodates the lifestyle of busy health-conscious and quality-oriented New Yorkers. BentOn Cafe in the Financial District has recently introduced a new serving system "BENTO on demand", catering freshly cooked items to customers who like to mix and match what they want to eat. "We have had a significant number of those requests from our customers, which made us decide to develop the system," says Mr. Taro Furukawa, owner of BentOn, whose family has run a bento and catering business for three generations in Tokyo. At the "on-demand" counter you simply choose 8 items (2 from main and 4 from side dishes) to fit into the box with six separate compartments, and BentOn staff arranges it beautifully for you. One of the reasons why they choose the space of the box is not to mix up the hot and cold foods. Thanks to this system you can easily make your own customized bentos, whether it's a nutritionally balanced bento, vegetarian bento, gluten-free bento or just a pretty-looking bento, all at \$9.99. "We are planning to apply this system to online orders as well," says Mr. Furukawa. They still serve their pre-packaged bento boxes and made-to-order kitchen menus at the cafe, so vegans do not lose anything. Ordering just became more convenient and versatile!



Salmon Teriyaki Bento is the most popular item and the menu's first. Vegetables (right) is a tasty and healthy choice.



Customers can choose a meal of their "la" desire, including a special of the day to make a pretty-looking bento.



Experienced staff quickly and easily assemble items for you.

3 Best Sellers

- Salmon Teriyaki (Main) \$16
- Kale & Red Pepper Salad (Side) \$12
- Red Cabbage & Cauliflower Salad (Side) \$12

The listed items are all from on-demand bento boxes that cost \$9.99 total.

Zuma Serves Up a Compelling Contemporary Spin on Classic Japanese Cuisine

Midtown. Manhattan's Zuma brings award-winning chef, Rainer Becker's hip, hot vision of Japanese contemporary cuisine to Madison Avenue. For the German-born, Tokyo-trained, globally-acclaimed Becker, this is the ninth Zuma to open worldwide, in addition to the flagship London location, there's a Zuma in Hong Kong, Istanbul, Dubai, Miami, Bangkok, Abu Dhabi, and Datai Peninsular. Among Zuma's many loyal fans are Jay-Z, Kim Kardashian-West, and Gwyneth Paltrow.

A visit to this haute hot spot reveals that Chef Becker may well have saved the best for last. Housed in an office high-rise built in 1954, the Zuma offers every amenity modern-day "Mad Men" could possibly require in a dining experience: alluring atmosphere, attractive yet always-attentive staff, the choice of six private, upstairs dining rooms. But most important is the result: a multi-course menu, here as here, the food is mind-blowing.

To create the culinary artistry Zuma is famed for, one kitchen won't enough – so there are three. Two kitchens are on full display: the robata bar, where savory specialties are seared and sezzled, and the sashimi bar, where raw seafood is artfully displayed and prepared. These open kitchens are like stage sets, where Zuma's star chefs perform for diners' delight night and day. Serving izakaya-inspired dishes designed to share – bite-size pieces you can easily pick up with chopsticks – Zuma prides itself on bold flavors and simple presentation, always highlighting quality ingredients.

Before arriving in New York, Head-Chef, Douglas Kim (he's known as D. K.) worked at Zuma In London, Miami, Dubai, and Abu Dhabi. Sushi Chef, Kwang Kim (no relation to D. K.) worked previously at the Miami Zuma. Both Kims are committed to serving the freshest, most flavorful fish, so ingredients are sourced with close attention to detail. True World Foods is proud to be among Zuma's suppliers for a wide range of cuisine components, from sashimi knives to fish to toro. Other staples include dry and wet hoba leaves (used both for presentation and as a flavorful wrapng for grilled fish), micro shiso, and fresh wasabi.

"Every dish we make is flavorful but never heavy: a little sweet, a little salty, with texture and crunchiness," DK explains, pointing to the Saku No Tako appetizer seared salmon with shiso, aji, soy, black sesame, and mustard miso. "For balance, the fatty salmon is offset by red firmano pepper, crunchiness from leeks, and citrus dressing." Meanwhile, misocharu (miso with from-the-sea flavor) is the star of the sushiraku. Ryoing says, "To show our customers what the miso soup looks like, we serve it in the shell, super fresh, with just wasabi on the side." Here, customers expect immediate ingredients and innovative presentations — and they're never disappointed. Chef DK sums up the restaurant's contemporary spin on classic cuisine: "How's how I define Zuma — authentic, but not traditional." It's a philosophy guaranteed to keep customers returning for more.



Several *in situ* shell setings a fragrant hollow leaf. The tender flesh of *psidium* infected *ED* Tiger Prawn is still very delicious pieces making it easy to digest to taste. A measure of lemon is optional.



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The breathtaking view of Banff's
string room above. Beneath a
swirling ceiling, many shapes and
materials interplay: angular stone
columns, translucent organic
lightboxes, round wooden tables.



Tom Hanks to reluctantly distribute his



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The neighborhood winner of "Asia's Best Sushi Restaurant" for 2006, this tiny, friendly, cozy restaurant. They are famous for their "Cubefish" - a long, broad, oval-shaped rice roll that's been described as "the best in the city." It's available in Midtown West and features a limited time "Dinner and a Show" package.	
212-582-0000	
Midtown West: Ippudo	
200-202 5th Avenue (between 48th & 49th Sts.)	\$1000
212-582-0000	

Spring Special Lunch Set



Seiko Quartz 300
Spring Temptress Set
\$25.

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Astronomical Knowledge

213 E. 48th St. NYC / 212-967-9454
www.silverspoonnewyork.com



Lunch Time Special Bara Chirashi Set

Served with hot or
cold bacon rolls and
small appetizers. Served
breakfast to 20 guests per day.

\$10

ANSWER: **100**

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R.A.P.
Dove
Mine Set 100-11-00

Mitsukoshi East	Seaside Inn
221 2nd Ave (bet. 4th & 5th Ave)	233-493-1220
Mitsukoshi East	Seaside Inn*
209 E 5th St (bet. 2nd & 3rd Ave)	233-958-2580
Mitsukoshi East	Seaside Inn
507 5th Ave (bet. 7th & 8th Ave)	233-750-1745

Mitsukoshi East	Santoku*
105 Avenue of the Americas & 5th Ave	233-510-2200

Mitsukoshi East	TERIYAKI BOY
841 2nd Ave (bet. 4th & 5th Ave)	233-510-2200

Mitsukoshi East	TOBIN JAZZ
259 E 58th St (bet. 2nd & 3rd Ave)	233-510-2200

Mitsukoshi East	Tottori Ramen E. 5th
281 E 5th St (bet. 2nd & 3rd Ave)	233-921-6200

Mitsukoshi East	West Udon (Ikukyu)
180 E 48th St (bet. 5th & 6th Ave)	233-921-1923

Mitsukoshi East	Yokohama GEN*
254 15th St (bet. 2nd & 3rd Ave)	233-921-1220

Mitsukoshi East	YOKOYA Restaurant
308 E 48th St (bet. 5th & 6th Ave)	233-921-0000

Mitsukoshi East	Yosakoi Tokyo
1202 Park Ave (bet. 84th & 85th Sts)	233-921-0000

Korea Town	
Kim House	John Umi Restaurant*
151 20th St (bet. Madison & Park Ave)	233-921-1220

Koreanese	Ikukyu MEW*
1010 2nd St (bet. 5th & 6th Ave)	233-921-1220

Koreanese	Korekoya
239 W 30th St (bet. 6th & 7th Ave)	233-921-1220

Open 7 days

11:30am-10pm (Sun 11:30am-9pm)

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East Village Outage Greenwich Village

42 E. 11th St. bet. Avenue A & B
212-473-4400

East Village Sushi & Modern

BUDDHA BUDDHA is a popular Japanese restaurant but Sushi is more basic and Americanized. The menu is very large, so it's hard to decide what to eat. The service is friendly and the prices are reasonable.

233 E. 10th St. bet. 2nd & 3rd Aves. 1
212-250-2830

East Village Kai Kai Kao

Kai Kai Kao is one of the most famous Szechuan restaurants in New York. The food is delicious and the service is great. The prices are reasonable, but the food is not cheap. The food is very good, but the service is not great.

191 E. 10th St. bet. 2nd & 3rd Aves. 1
212-517-2200

East Village Ramen Miyoyo New York

102 2nd Ave bet. 13th & 14th Sts. 1
212-473-1100

East Village Ramen Saitoyama

364 E. 3rd St. bet. 2nd & 3rd Aves. 1
212-697-7700

East Village Ramen Saitoyama

It's a great place to eat in the East Village. The "Yam" ramen is very good. The staff are very friendly and the service is great. The food is very good, but the prices are a bit high.

250 E. 10th St. bet. 2nd & 3rd Aves. 1
212-695-7700

East Village Ramen Miyoyo

102 2nd Ave bet. 13th & 14th Sts. 1
212-473-1100

East Village Ramen Miyoyo

It's a great place to eat in the East Village. The "Yam" ramen is very good. The staff are very friendly and the service is great. The food is very good, but the prices are a bit high.

102 2nd Ave bet. 13th & 14th Sts. 1
212-473-1100

East Village Sake Bar Decadent

240 E. 10th St. bet. 2nd & 3rd Aves. 1
212-579-2751

East Village Sake Bar Sashimi

201 E. 7th St. bet. Ave A & B
212-444-4000

East Village Sake-Tsui

201 E. 7th St. bet. Ave A & B
212-441-2000

East Village Sashimi

300 E. 10th St. bet. 2nd & 3rd Aves. 1
212-254-0504

East Village Sashimi

It's a great place to eat in the East Village. The "Yam" ramen is very good. The staff are very friendly and the service is great. The food is very good, but the prices are a bit high.

201 E. 10th St. bet. 2nd & 3rd Aves. 1
212-254-0504

East Village Sausage Hill

201 E. 10th St. bet. 2nd & 3rd Aves. 1
212-254-0504

East Village Sushi Restaurant

180 E. 10th St. bet. Avenue A & B
212-447-7700

East Village Sushi Boys

152 1/2 1st Ave. 29th Fl.
212-440-0000

East Village Sushi Lounge

500 Madison Ave bet. 20th & 21st Aves. 1
212-350-1000

East Village Takashita Gyu Village

160 Madison Ave bet. 20th & 21st Aves. 1
212-350-1000

East Village Udon West

110 1/2 Morris Ave bet. 2nd & 3rd Aves. 1
212-250-1000

East Village Unesca

Unesca is a Japanese ramen restaurant located in the East Village with a focus on traditional ramen and over 50 different choices. The menu is Japanese.

102 1/2 1st Ave. bet. 2nd & 3rd Aves. 1
212-250-1000

East Village Village Trois

87 Thompson St. bet. 2nd & 3rd Aves. 1
212-250-1000

East Village Winstan

101 E. 10th St. bet. 2nd & 3rd Aves. 1
212-250-1000

East Village Yakitori West

204 1/2 1st Ave. bet. 2nd & 3rd Aves. 1
212-250-0000

East Village Yakitori Yakitori

5-10 Morris Ave bet. 2nd & 3rd Aves. 1
212-250-0000

East Village Yodai Sushi

121 Ave A bet. 2nd & 3rd Aves. 1
212-450-0000

East Village Yute Restaurant

108 1/2 Morris Ave bet. 2nd & 3rd Aves. 1
212-250-0000

East Village Zoo 6

201 E. 10th St. bet. 2nd & 3rd Aves. 1
212-250-0000

MICHELIN Guide Recommended 2015

"New York Michelin" is based on classic, legendary French

French cooking. The guide is based on the quality of the food, the atmosphere, the service, and the value for the price.

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6 Course Special Dinner \$80

Reservations are recommended.

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For more information, visit www.michelin.com

or call 212-250-1000.

For more information, visit www.michelin.com

or call 212-25

Brooklyn	Yaku Ramen
122 9th Ave, Brooklyn, NY 11201 718-260-0008	

Queens

Queens	Aji Japanese Cuisine
5640 Northern Blvd, Forest Hills, NY 11375 718-771-0000	

Queens

Queens	Ajisen Ramen*
20-10 30th St, Long Island City, NY 11101 718-421-0026	

Queens

Queens	ANAYOSHI*
40-19 Queens Blvd, Sunnyside, NY 11104 718-261-3294	

Queens

Queens	Bistro 33
1-41 Depot Rd, Astoria, NY 11103 718-321-1000	

Queens

Queens	Chopsticks*
24-02 30th Ave, Astoria, NY 11102 718-264-2204	

Queens

Queens	Hototsu
30-02 42nd St, Flushing, NY 11354 718-321-0200	

Queens

Queens	ICR8
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26-01 42nd St, Flushing, NY 11354 | Tel: 718-321-0200 | www.icr8.com

Queens	Hibino Japanese Restaurant*
160-10 Astoria Blvd, Rego Park, NY 11375 718-261-0236	

Queens

Queens	Hinomaru Ramen
26-12 30th Ave, Astoria, NY 11102 718-261-0274	

Queens

Queens	KATSUJUN*
164-14 Merrick Blvd, Astoria, NY 11104 718-261-0226	

Queens

Queens	Kyoto Sushi*
26-11 30th Ave, Flushing, NY 11354 718-321-0272	

Queens

Queens	LUHN Wok Dining*
26-13 Flushing Avenue, Astoria, NY 11103 718-264-4200	

Queens

Queens	Matsu Sushi*
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

Queens

Queens	Miraku
26-02 30th Ave, Astoria, NY 11102 718-264-2204	

Queens

Queens	Osaki Sushi
26-02 30th Ave, Astoria, NY 11103 718-261-0201	

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Queens	Shabu Shabu
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

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Queens	Sakura Sushi
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

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Queens	Sushi 8
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

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Queens	Takemoto Sushi
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

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Queens	Taro Sushi
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

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Queens	Tsukiji Sushi
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

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Queens	Yaku Ramen
26-11 30th Ave, Astoria, NY 11103 718-321-0222	

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Queens	Pink Nini*
36-09 30th Ave, Astoria, NY 11103 718-261-0236	

Queens

Queens	Revere Okonomi*
36-03 30th Ave, Astoria, NY 11103 718-261-0236	

Queens

Queens	Shiro of Japan
164-01 30th Ave, Astoria, NY 11103 718-261-0200	

Queens

Queens	Soku Thai Sushi*
16-11 30th Ave, Astoria, NY 11103 718-261-0200	

Queens

Queens	Sushi Yuzu*
26-11 30th Ave, Astoria, NY 11103 718-261-0200	

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Queens	Sushi Island*
16-11 30th Ave, Astoria, NY 11103 718-261-0200	

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Queens	Takemoto Sushi*
26-11 30th Ave, Astoria, NY 11103 718-261-0200	

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Queens	Yaku Ramen
26-11 30th Ave, Astoria, NY 11103 718-261-0200	

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Queens	Udon West
16-09 30th Ave, Rego Park, NY 11375 718-261-0200	

Queens

Queens	Witstone Sushi*
26-03 30th Ave, Rego Park, NY 11375 718-261-0200	

Queens

Queens	Yaku Ramen
26-11 30th Ave, Astoria, NY 11103 718-261-0200	

Queens

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Lower Miln Vega Kai Garden
87 Lloyd St Ste 100-Asteria NY 10451
212-295-0023

Brooklyn Sweet Dynasty
83-01 30th Ave Astoria NY 11106
718-255-1000

Manhattan Minamoto Kitchen
526 3rd Ave (opposite 5th Avenue) NY 10016
212-252-1225

Manhattan Patisserie
288 Madison Ave New York NY 10016
212-580-6500

Manhattan Beanie Cafe
123 W 23rd Street (between 5th & 6th) NY 10010
212-549-0100

KARAOKE

Upper East Iggy's
1987 Madison Ave (bet 7th & 8th Aves) NY 10021
212-967-1043

Midtown West Yoko Bar
2858 Broadway (bet 7th & 8th Aves) NY 10001
212-549-2116

Midtown East Box Sacko Plus*
101 E 42nd St (bet 3rd & 4th Aves) NY 10017
212-529-0023

Midtown East Japan 38
111 3rd Ave (bet 2nd & 3rd Aves) NY 10016
212-475-1000

Midtown East Konno's Over 40*
164 E 42nd St (bet 5th & 6th Aves) NY 10017
212-736-4000

Randolph 5 Bar Karaoke
36 W 42nd St (bet 5th & 6th Aves) NY 10018
212-529-4184

Rose Hill Chorus Karaoke
29 W 32nd St (bet 3rd & 4th Aves) NY 10001
212-687-3884

Koreatown Gogoro Karaoke
1919 Broadway (bet 8th & 9th Aves) NY 10036
212-643-0223

Koreatown Rosary Karaoke
25 W 30th St (bet 2nd & 3rd Aves) NY 10001
212-645-0171

Koreatown Karaoke Over 30*
83 W 36th St (bet 2nd & 3rd Aves) NY 10018
212-473-0100

Koreatown Mira Karaoke Lounge
11 W 46th St (bet 5th & 6th Aves) NY 10036
212-623-0170

Koreatown RKK
10 W 46th St (bet 5th & 6th Aves) NY 10036
212-624-2106

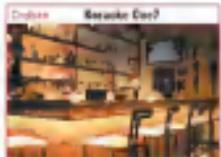
Koreatown Reiko Star Karaoke
210 3rd St (bet 16th & 17th Aves) NY 10010
212-584-2550

Gardenville Japan 27
291 3rd Ave (bet 26th & 27th Sts) NY 10016
212-675-2200

Flushing Movie Story
28-20 30th St (bet 4th & 5th Aves) NY 11365
212-351-4094

Whitestone Apple Restaurant
17 Whitestone Blvd (bet 4th & 5th Aves) NY 11361
212-473-1999

Midtown West PERROS
541 10th St (bet 9th & 11th Aves) NY 10011
212-667-1727



Day after the 9/11 terrorist attacks in 2001, different karaoke bars in New York City joined together monthly along the 8th floor of 1000 Avenue of the Americas (the 60th floor of the World Trade Center) to hold a memorial service. The 9/11 Memorial Service has been held annually since then. Call for reservation. Seats 700. Open from 6pm to 11pm. Free beer and soft drink. All karaoke songs are included.

29 W 3rd Ave (bet 6th & 7th Aves) NY 10010
212-473-8287 www.karaoke123.com

East Village Karaoke Cave
111 12th St (bet 1st & 2nd Aves) NY 10003
212-529-0500

East Village Planet Rose
233 8th Ave (bet 7th & 8th Sts) NY 10011
212-529-0000

East Village Secondhand Success
21 Chrystie St (bet 1st & 2nd Sts) NY 10012
212-623-2020

East Village Sing Sing (Ave A)*
100 Avenue A (bet 1st & 2nd Aves) NY 10009
212-529-5150
Sing Sing Karaoke Bar and Lounge
100 Avenue A (bet 1st & 2nd Aves) NY 10009
212-529-5150
Lounge open 7pm-2am. Karaoke open 8pm-2am. 100 Avenue A (bet 1st & 2nd Aves) NY 10009
212-529-5150

East Village Sing Sing (St. Marks)*
Demos only limited to 10
Momo's Studio in the heart of the
East Village Sing Sing 10
Karaoke lounge with 10 private
Rooms. It should now be
one of the most popular karaoke bars in the
East Village Sing Sing (St. Marks)*

East Village U2 Karaoke Lounge
116 Madison St (bet 3rd & 4th Aves) NY 10010
212-529-1000 www.karaoke-systems.com

East Village U2 Karaoke Lounge
116 Madison St (bet 3rd & 4th Aves) NY 10010
212-529-1000 www.karaoke-systems.com

Lower Miln Asia Room
404 Madison St (bet 3rd & 4th Aves) NY 10010
212-529-1123

Lower Miln Karaoke Shoot
200 3rd Ave (bet 16th & 17th Aves) NY 10010
212-529-1123

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212-529-1123

200 3rd Ave (bet 16th & 17th Aves) NY 10010
212-529-1123

Lower Miln Big Karaoke Bar
111 Franklin St (bet 2nd & 3rd Aves) NY 10013
212-224-4440

Lower Miln Mel's Karaoke Lounge
404 West 3rd Street (bet 10th & 11th Aves) NY 10014
212-945-0000

Brooklyn 100 Plus
5025 3rd Ave (bet 1st & 2nd Aves) NY 10032
212-423-1870

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The World Heritage Sites of Japan

GUSUKU (CASTLE) SITES AND RELATED PROPERTIES OF THE KINGDOM OF RYUKYU (Recognized by UNESCO in 2000)

The Kingdom of Ryukyu was prosperous between the 13th and 17th centuries, when it served as the center of economic and cultural exchange for southeast Asia, China, Korea, and Japan. Although it was a tributary of Japan called Okinawa, the Kingdom of Ryukyu experienced a cultural development path completely different from that of Japan. The political and economic climate of the Kingdom of Ryukyu was different from those of the countries surrounding it, and the surviving monuments of the era demonstrate its slightly unique culture. Unlike Japanese castles, Shuri Castle, Shuri-jo Castle, a highlight of the World Heritage Site, did not serve as a military base, but rather as a pleasure

[Photo courtesy of UNESCO](http://www.unesco.org)
<http://www.unesco.jp/gusuku/>



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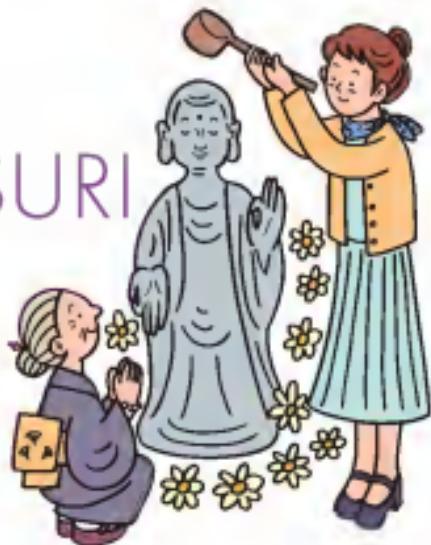
What on Earth?

花祭り

HANAMATSURI

Buddhism has taken root widely in Asian countries, and Japan is no exception. Although Japan has indigenous beliefs such as Shintoism and nature worship, Buddhism does not oppose these beliefs; rather, they are now intertwined with one another. Accordingly, there are lots of customs and traditions based on Buddhism in Japan. "Hanamatsuri", on April 8, is a day deeply connected to Buddhism.

April 8 is the birthday of Siddhartha (a.k.a. Buddha), the founder of Buddhism, and people in Japan celebrate the day by going to temples and using bamboo ladles to pour amecha (tea made from hydrangea leaves) or five kinds of scented water over small statues of Buddha. Sometimes people decorate white elephant figurines. These traditions come from the legend of how Buddha was born. His mother, Queen Maha Maya, had a strange dream on the night Buddha was conceived. In the dream, a white ele-



phant with six tusks descended from the sky and entered her right side. Ten months later, Queen Maha Maya began the journey back to her home territory to give birth, but while resting under an ashoka tree, she went into labor and Buddha was born. According to the legend, Brahma and Sakra held the newborn baby, and the Naga (a group of serpent deities in Hindu and Buddhist mythology) purified him with sweet water.

Buddha's birthday is also called "Kanbutsu-e," "Bushou-e," "Yokubutsu-e," "Ryuge-e," and "Henae-shiki" in Japan—all names that come from the legend described above. The name Hanamatsuri, which literally means "Flower Festival," comes from a folk event in which people welcomed mountain deities into their gardens with arrangements of flowers picked on the mountainside. This event was later combined with Buddha's birthday and became known as Hanamatsuri.

Unlike many other Asian countries, which designate the day as a national holiday, this day is not a holiday in Japan, but all the temples hold celebratory events during this blooming season.





Each Can of Sake Brings Hope



The release of KIBO ("Hope") sake by Japan's Suisen Shuzo and America's SakeOne will mark several significant achievements for Japan's Iwate Prefecture. It is a delicious premium sake available in a can, which is not only made with locally sourced ingredients, but also crafted with traditional hand-made tools. And, perhaps most importantly, it signifies the almost impossible resurrection of a company that was nearly erased after the devastating tsunami of March 11, 2011.

Suisen Shuzo, located in Rikuzentakata, lost

seven employees and its entire facility that day. If Rikuzentakata sounds familiar to you, it may be because after the tsunami, only a lone 69-foot tall pine tree stood alone among the ruins of the city. This "Miracle Pine Tree" is immortalized as a permanent sculpture and cited as a symbol of perseverance and survival. KIBO sake now joins it as a fellow symbol of determination and renewal.

KIBO honors the memory of the tragedy with its thoughtful composition. The flavor is both nose-tickling and clean. When cold, even straight out of the

SUISEN SHUZO / SAKEONE

can, the mouth feel is so crisp that you might imagine that you've just dipped your can into a pristine river of sake. It can be heated too—if you place the can into a simmering pot of water, you can have one of the best winter chill remedies flowing down your throatful pallet in just a few minutes.

The long journey to develop this sake is no less impressive. After the devastation, the 62-year old sake maker had to find a new place to set up operations, which was kindly donated by a local brewery nearby. After three years of blazing a path back to its former glory, the facility was rebuilt close to its original location, including even the instruments the brewer still uses to create their sake.

A chance meeting between Suisen Shuzo and SakeOne in 2013 bore a new partnership and the opportunity for this new sake, developed for and available only in the United States. KIBO serves as an opportunity for sake enthusiasts around the world to become familiar with a respected brewery and region of Japan that are ready to begin their next act.



Suisen Shuzo

51 Ochi-Takes-cho Rikuzentakata, Iwate, JPNM
TEL: +81-80-414330 | suisen-shuzo.jp (Japanese only)

SakeOne

1025 Elm St., Portland, Oregon 97231 | www.sakeone.com

3 things you should know about Suisen Shuzo

The foundation of the bold flavor of KIBO sake comes from the local rice and water. Restaurants should try to pair it with traditional Japanese cooking. Fresh, crusty whole-grain bread, or with steamed vegetables, or with fish and rice. But no dish that you should bring home to a KIBO can be the same again.



Every aspect of the production of KIBO sake is handled in-house and using traditional methods. An experienced crew for tools used to make the sake are made by the employees. The outcome is the unexpected quality, flavor and character of KIBO sake. And all sake bottles will confirm that great sake can be made with natural and sustainable tools.



Nakamura apprentices make the SIBA. All hands, including their feet, with the start of Suisen Shuzo were present in the monsoon monsoon after the tsunami. KIBO is part of the next wave of these apprentices. Generations keep improving. Very delicious results.



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Round-trip Bus

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131-67
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Beauty Guide

Professional salons and salons/retailers provide hair salons and non-medical treatments for hair spas.

■ Cosplay available at www.chopstickny.com

■ Chopsticks NY available 10-10-15

HAIR SALON

Upper West Healer Coupe II

1000 Amsterdam Ave 10th Fl (bet 108th St & 110th St) 917-523-4424

Upper West KC's Salons

1079 Broadway (bet Amsterdam & Central Park Av) 212-823-6887

Upper East Goddess-Seduce

1000 Madison Ave (bet 88th & 89th Sts) 917-238-0252

Upper East Media*

250 E 88th St (bet 1st & 2nd Ave) 212-822-1202

Upper East Tokusaku Salons*

24 W 86th St (bet 5th & 6th Ave) 917-466-4305 
Tokusaku Salons is a Japanese hair salon that offers a variety of services including hair styling, coloring, and extensions. They also offer a range of treatments such as perms, highlights, and balayage. Their goal is to provide a comfortable and relaxing environment for their clients to feel confident and beautiful.

Upper East Yonaka Shiro Hair Salons*

171 E 86th St (bet Lexington & 2nd Ave) 917-215-1700

Midtown West Melrose Salons-Gallery

580 7th Ave (bet 30th & 31st Sts) 917-524-0247

Midtown West Mizu Hair & Make-up

52 W 57th St (bet 5th & 6th Ave) 212-679-0001

Midtown East Rip Salons

101 Madison Ave (bet 10th & 11th Sts) 917-214-1212

Midtown East Hair Masters Melrose*

144 E 66th St (bet Lexington & 2nd Ave) 917-215-0209

Midtown East Hanako Hair

201 E 58th St (bet 2nd & 3rd Ave) 212-520-2923

Midtown East HEARTS New York Salons*

409 5th Ave (bet 4th & 5th Aves) 917-524-4428

Midtown East Hinako Salons*

229 E 58th St (bet 5th & 6th Ave) 212-524-7440

Midtown East Multiple Salons New York

191 E 58th St (bet Lexington & 2nd Ave) 917-214-2900

Midtown East Monique*

209 W 58th St (bet 5th & 6th Ave) 917-217-7000

Midtown East Salons Isla

286 58th St (bet 5th & Madison Ave) 917-212-8104

Midtown East Salons Kyo

111 58th St (bet 5th & Madison Ave) 917-212-8113

Midtown East RH+

1000 Madison Ave (bet 88th & 89th Sts) 917-466-4224

Midtown East RH Plus Salons*

Use the newest hair techniques from Japan like 3D grad hair/silence and the famous Kuroi/Carrot hair.



Salon

Services: Hair by Consulting Japanese Technicians which includes the following:

1000 Madison Ave, 21st Fl (bet 88th & 89th Sts) 917-466-4224

111 58th St (bet 5th & Madison Ave) 917-212-8104

229 E 58th St (bet 5th & 6th Ave) 917-217-7000

209 W 58th St (bet 5th & 6th Ave) 917-217-7000

1000 Madison Ave (bet 88th & 89th Sts) 917-466-4224

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200-15th St., New York, NY 10011	300
212-514-7000	
Midtown-East	Heaven Day Spa®
204-576-0200, 204-576-0201, 204-576-0202	300
204-576-0203	
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200-471-5003	
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Midtown-East	Spa Monitor
1000 Broadway, 10th Fl., New York, NY 10036	300
212-580-0200	
Midtown-East	Yakini Beauty Spa
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212-420-0000	
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201-463-1882	
Riverfront	YMA SON HOUSE®
200-17th St., Jersey City, NJ 07306	300
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- **Coupons available at www.chopstickny.com**
- **Chiropractors not available to pick up.**

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212.549.0251

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At a minimum price of \$100 for an hour, with 20 years of active work, Mr. Wiers offers a unique massage style to improve your posture, relieve back, neck and neck pain, and reduce stress. He integrates alignment work into his sessions.

141-150 30th St, 2nd Fl, New York, NY 10011
212.549.0251

1pm-6pm

Osaka Health Spa 46

15 W 18th St, 2nd Fl, New York, NY 10011
212.675.0223

1pm-6pm

Seton de Tokyo*

228 W 10th St, 2nd Fl, New York, NY 10011
212.675.0223

1pm-6pm

Osaka West

105 W 18th St, 2nd Fl, New York, NY 10011
212.675.0223

1pm-6pm

Do-It Center



If you are not a regular heating pad user, then heat, neck, shoulder or knee "Do-It Center" makes a great tool to replace the use of your heat pack. Mr. Michael Sato, owner of Do-It Center, has been using Japanese methods to do massage since he practices. He will demonstrate the most of your special needs when you visit his office for a wide range of your needs. Come to Michael Sato for your visit.

101 W 38th St, 2nd Fl, New York, NY 10018
212.549.0251

1pm-6pm

Healing Way Wellness Spa

201 W 18th St, 2nd Fl, New York, NY 10011
212.549.0251

1pm-6pm

Kenshido Inc.

101 W 38th St, 2nd Fl, New York, NY 10018
212.549.0251

1pm-6pm

Geiwa-ji Japanese*

101 W 38th St, 2nd Fl, New York, NY 10018
212.549.0251

1pm-6pm

Genki Day Spa

201 W 18th St, 2nd Fl, New York, NY 10011
212.549.0251

1pm-6pm

Karina

201 W 18th St, 2nd Fl, New York, NY 10011
212.549.0251

1pm-6pm

Enso Shiatsu Studio NJ

210-240 4th St, 2nd Fl, New York, NY 10125
212.549.0251

1pm-6pm

Yanagisawa Acupuncture*

101 W 38th St, 2nd Fl, New York, NY 10018
212.549.0251

1pm-6pm

Acupressure Acupuncture*

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Two Performances Only!

THEATER

Michiko Godai Yokohama Rosa



SAT, APR 25 at 7:30 PM

SUN, APR 26 at 2:30 PM

Travel through time with legendary actress Michiko Godai in *Yokohama Rosa*, an original one-woman tragicomedy inspired by a mysterious real life woman frequently sighted on the streets of Yokohama. From a vulnerable young woman in the aftermath of WWII to a frail but compassionate homeless lady, Godai portrays a woman whose life was forever changed by war. *Performed in Japanese with English subtitles*.

TICKETS \$35/\$26 Japan Society members

Part of Japan Society's Stories from the War series.

japansociety.org/storiesfromthewar

Box Office: (212) 715-0258
japansociety.org



CHOPSTICKS NY™

Promoting Japanese culture in America, a free monthly magazine. *Chopsticks NY™* features exciting articles written entirely in English.

JUNE Issue (Publishing on 6/22/2015)

Beauty & Health

Special Issue

Coming soon!



[Circulation] 15,000 copies

[Distribution] 710 locations (as of June 2015)

- In-store distribution: 430 locations in NY, NJ, CT and other states
- Street box distribution: 150 boxes in Manhattan, 25 boxes in Brooklyn and 25 boxes in Queens
- Hotel distribution: 87 locations in Manhattan and 1 location in NJ

More info: www.chopsticksnyc.com

Upper East **Uesuwa-Clancy Gt**
158 E 78th St (Bld. 34) 8th Floor 100-101
212.532.0011

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212.474.0798

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N.Y. Tap! Keisho to the extreme
offer eng. Japanese courses
classes for long term or advanced
levels. 100% English. 100% Japanese
from scratch to intermediate
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1410 Broadway 202-18th Fl 300 15-200 (Bld. 1)
212.971.4200

Midtown West **The Nippon Club**
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212.520.2553

Midtown East **Lotus Roots and Soba**
1512 2nd Ave 10th Fl 100-101
212.474.0721

Chelsea **Bibiana Flowers New York**
1433 Broadway 10th Fl 100-101
212.249.0700

Lower Manhattan **Takemoto Calligraphy Class**
28 Bond St 2nd Fl 100-101
212.431.5749

Soho **Kameya House**
150 Thompson St 2nd Fl 100-101
212.965.4230

Dowtown **Wadoku Ryoku Dance School**
2000 8th Ave 2nd Fl 100-101
212.423.2922

Aspen **Oberle School**
Dowtown 100-101
212.381.4200

MARTIAL ARTS

Upper West **Aikido Ippi Heisei**
338-340 82nd St 100-101
212.883.0700

Upper West **O-Doge**
102 Broadway 100-101 (Bld. 100) 8th Fl 201
212.520.2553

Upper West **Kokusai Budo Institute**
302 W 46th St 100-101
212.520.7000

Upper West **Sakuraya Matsubayashi**
129 W 56th St 100-101
212.474.0721

Upper West **Shorinji Kempo-On NY**
102 W 46th St 100-101
212.520.0000

Upper West **UWS Karatekai Karate**
501 Columbus Ave 10th Fl 100-101
212.923.1710

Upper East **Aikido Shinkai Dojo**
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212.520.0710

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Trial Class \$29 → \$10

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www.hanayamaballet.com (more information by grand com)

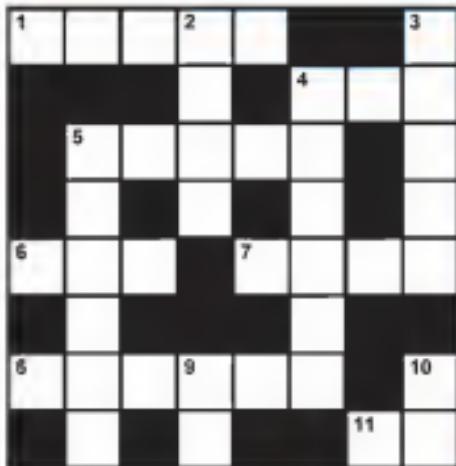
JAPAN POP QUIZ

Which "seto" prefecture has the longest surface river?
① Fukui Prefecture
② Fukuoka Prefecture
Which Tokyo residence
Ogata and Kyoto which are not categorized as "seto" prefectures?
③ Niigata Prefecture
④ Hyogo Prefecture

Spring Courses
Apr. 13 - Jul. 1
Register Now!



Japanese CROSSWORD



Across

- Sho(e) in Japanese
- Originally meaning "sprouting," ___ is now used in reference to "interior" among young generations
- Shio (liquid) vs. ___ Igari
- This prefecture is home to the Jingu Shrine, Mikimoto pearls, and the Saseki Great Rice Field
- "Mourning (it)" in Japanese also refers to the climactic moment of a story
- ___ means "difference," "distinction," and "variation"
- Another word meaning "difference," but this one is often used in mathematics

Down

- Obi (sash) and ___ journeys
- ___ refers to a quav, light or delicate
- A word referring to the Southern directions
- Salamiens is Japanglish, but ___ is an authentic Japanese word that refers to a person who would fix a private company or corporation
- A particle in Japanese grammar used as a subject marker. For example, "Kono ___ Empero Shite Building" date" ("This ___ the Empire State Building")
- This word means "here" or "internal" as well as "chamber"



Upper East WTKD Heishi Dojo

607 E. 86th St. (bet. 3rd & 4th Ave.)

212.281.7027

Midtown West New York Brazilian

520 9th Ave. (bet. 10th & 11th Sts.)

212.420.9388

Midtown West Shinkansen New York*

600 9th Ave. (bet. 10th & 11th Sts.)

212.420.4821

Midtown West Shinkansen NYC

549 9th Ave. (bet. 10th & 11th Sts.)

212.420.4722

Midtown West Shinkansen Kempo Midtown

500 9th Ave. (bet. 2nd & 3rd Sts.)

212.420.4820

Midtown West World Gymnastics-Karate

310 9th Ave. (bet. 10th & 11th Sts.)

212.420.4726

Midtown West Karateka Karate

212.915.1026

Midtown West KYOKUSHIN-KAI KARATE*

389 Madison Ave. (bet. 18th & 19th Sts.)

212.661.3094

Midtown West Shido Gekka

291 Madison Ave. (bet. 6th & 7th Sts.)

212.420.4494

Chinatown Board Street Dojo

214 W. 20th St. (bet. 6th & 7th Aves.)

212.471.4486

Chinatown Economy Judo School

214 W. 20th St. (bet. 6th & 7th Aves.)

212.999.4803

Chinatown K.O. Shihan Ryu Karate

31 W. 29th St. (bet. 6th & 7th Aves.)

212.594.0026

Chinatown New York Aikikai

10 W. 19th St. (bet. 6th & 7th Aves.)

212.993.5000

Chinatown Shinkansen Kempo NYC Branch

10 W. 19th St. (bet. 6th & 7th Aves.)

212.993.4408

Chinatown Togo Shinkansen

39 W. 19th St. (bet. 6th & 7th Aves.)

212.993.1027

Chinatown U.S. Studio Karate-Kai*

10 W. 19th St. (bet. 6th & 7th Aves.)

212.993.7196

Chinatown World Sohdo Karate*

11 W. 23rd St. (bet. 6th & 7th Aves.)

212.993.4511

East Village World Karateka Karate

400 9th Ave. (bet. 17th & 18th Sts.)

212.621.4401

East Village Karate Heishi Dojo

400 9th Ave. (bet. 17th & 18th Sts.)

212.621.4401

East Village New York Judo*

400 9th Ave. (bet. 17th & 18th Sts.)

212.620.2020

Tribeca Kao Zao Institute

547 Avenue of the Americas (bet. 46th & 47th Sts.)

212.420.4244

Tribeca Goro Judo Club*

547 Avenue of the Americas (bet. 46th & 47th Sts.)

212.420.4244

Brooklyn Aikido of Park Slope

585 5th Avenue (bet. 8th & 9th Sts.)

212.430.5555

Queens School of Tapatai

405 34th Street (bet. 4th & 5th Aves.)

212.420.4200

Long Island NY Sora Te Kendo

12120 Main Street (bet. 10th & 11th Aves.)

212.915.4200

Bronx Island Judo & Jujitsu Dojo

3602 Avenue of the Americas (bet. 14th & 15th Sts.)

212.418.0700

New Jersey Kokusai Kaiji Dojo *

44-04 30th Avenue (bet. 44th & 45th Sts.)

201.723.0700

New Jersey KOBUSHINKAI KU Branch

383 Harrison Ave. (bet. 9th & 10th Sts.)

212.660.1924

New Jersey Yoshizumi Jujutsu Ken

634 Franklin Avenue, NJ 07020

201.723.0200

OTHER

Upper West Columbia Univ

2025 Broadway (bet. 108th & 109th Sts.)

212.454.7400

Upper East National Academy

1800 Madison Ave. (bet. 91st & 92nd Sts.)

212.355.4800

Upper East Saori Weaving Arts

231 E. 78th St. (bet. 2nd & 3rd Aves.)

212.733.0000

Midtown West DanceGuruNY

www.danceguru.com

Upper West Hestpiano Studios

58-47 21st St. (bet. 3rd & 4th Aves.)

212.471.0021

Midtown West Mid Student & Teachers

454 10th Ave. (bet. 10th & 11th Sts.)

212.621.6671

Midtown West The Hippie Club

180 W. 47th St. (bet. 10th & 11th Aves.)

212.581.0221

Midtown West The School for Singing

407 W. 56th St. (bet. 6th & 7th Aves.)

212.533.0200

Midtown West Yeller Shiryu N.Y.*

204 9th Avenue (bet. 10th & 11th Sts.)

212.420.4403

Midtown Central SOBE Weaving

10-16 Marine Lane (bet. 3rd & 4th Aves.)

212.420.4404

Upper West Sunday Morning Lovers Party

Sunday 12:30pm-1:30am (bet. 10th & 11th Aves.)

401 Avenue of the Americas (bet. 10th & 11th Aves.)

212.420.4405

Upper West Sunday Morning Lovers Party

Sunday 12:30pm-1:30am (bet. 10th & 11th Aves.)

401 Avenue of the Americas (bet. 10th & 11th Aves.)

212.420.4406

Midtown East The DOJO*

200 Madison Ave. (bet. 30th & 31st Sts.)

212.521.2224

Chinatown CGGU

125-127 15th Street (bet. 6th & 7th Aves.)

212.474.2020

Chinatown Token Kyodokai

108 W. 26th St. (bet. 9th & 10th Aves.)

212.543.6500

Tribeca Princeton School

360 West Broadway (bet. 6th & 7th Aves.)

212.420.4200

Entertainment / Leisure

Exhibition

Through September 6 **FREE**

Brass and Landscapes in Japanese Screens

Fraser Gallery of Art

The Smithsonian's Museum of Asian Art is holding the exhibition "Seasonal Landscapes in Japanese Screens" at the Frick Collection in honor of the National Cherry Blossom Festival. The exhibition will focus on landscapes from the Edo and early 19th centuries which combine ink-painting techniques from China and the vibrant color of traditional Japanese painting. The Smithsonian's Museum of Asian Art is also hosting a colorful array of events running through Sept. 6, including the exhibition "Tea: Tea and Chinese Art in Medieval Japan" and "Orbs Within: Color and Pattern Come to Japanese Ceramics." Details for all planned events, such as family day, and Art-Jeté painting party can be found at www.frick.org/exhibitions.

Location: 1050 Madison Avenue, 2B, Washington, DC, 20021
Tel: 202 429-4888

Performance

April 2

2015 New York Performance

Tomoyasu University Taiko Dance Group



The Tomoyasu University Taiko Dance Group will be performing at 2015 New York Performance this April. Their exquisite performance and recognition has been growing on the east coast, where they have been invited to perform at Washington D.C. and Philadelphia's Cherry Blossom festival each year since 2003. Their unique performance of

high-energy Taiko drumming and Japanese folkloric dance has received rave reviews from critics and media alike.

Location: Miller Theater at Columbia University
2990 Broadway (at 116th St.), New York, NY 10032
Tel: 888-541-4371 | www.broadwaytix.com

April 12

Expressions of Love In Japanese and Spanish Dance
Backuya Inc & Company

The Seijo Shrine has been creating installations of Japanese tradition and Japanese Fusion dance, each series with a different cultural theme, for 17 years. The Seijo Shrine No. 51 will explore expressions of love through dance from Japan and Spain based on the premise that dance is a mirror of culture. The program will present classical dances of each country as well as contemporary classes in traditional styles followed by a joint improvisation.

Location: Baile School Institute
43A W (26 St., Bet. 5th & 6th Aves.), New York, NY 10011
Tel: 212-457-8565 | www.bailspace.com

May 2

With LOVE to Hiroshima and Nagasaki! A Concert for Disarmament

The New York Society for Ethical Culture

This year marks the 70th anniversary of the tragic bombing of Hiroshima and Nagasaki, and the United Nations will have conferences that discuss renewing the " Treaty on the Non-Proliferation of Nuclear Weapons." On this occasion live-casters with UNICEF to Hiroshima and Nagasaki. A Concert for Disarmament will be held. The performers and guests include the Chair for Hiroshima Victims of atomic bombs "Sunflower", the other man of Fatima H. Li Quander High School, SJ Spock and Sam Sodipursky with Hiroshima Setsuka Theoline Keiko Saito and Youko Yamada. Also Minneso Taisho. Conductor of State Philharmonic Orchestra will play "Hiroka Vain" that survived the A-bomb in Hiroshima. Presented by Youth Arts New York's Hiroshima Stories Initiative and the New York Society for Ethical Culture in collaboration with Peace Boat US, the concert celebrates the activism of atomic bomb victims for world peace and

aims to promote disarmament and non-proliferation of nuclear weapons.

Location: 2W 44th St., Bet. Central Park West & Broadway/
Bryant Park, NY 10036
Tel: 212-589-7538 | www.broadwaytix.com

Through July 5

Rodgers & Hammerstein's The King and I
Lincoln Center Theater



A new Broadway production of Rodgers and Hammerstein's beloved *The King and I* is now in previews with stars Academy Award® nominees Ken Watanabe (The Last Station, Academy Award® nominee Tony Award® nominees Kelli O'Hara (The Light in the Piazza, Scott Plafker, Tony winner Bernadette Peters (Death and the Maiden) direct the classic tale of a British schoolteacher's unexpected relationship with the imperious King of Siam. Previews begin April 16, and the official opening is April 18.

Location: 250 W 45th St., Bet. Broadway & Amsterdam Ave., New York, NY 10036 | www.licensingkingandi.com

Event

April 2-12

New York International Auto Show

With over 100 years of history, New York International Auto Show offers visitors every make and model vehicle sold in the U.S. under one roof giving consumers the unique opportunity to see everything the auto industry

has to offer. This year, they will bring some of the best tenets and tools ever seen. They will give participants more opportunities to practice at locations 15 & 16, produce ten models and courage actions than ever before. Enjoy the soaring display of technological innovation, futuristic concept cars and nearly 1,000 of the latest new cars and trucks. 15 highly Choplantis NY exhibitors will receive a complimentary ticket. To enter the sweepstakes go to shop.choplantis.com and answer the monthly survey by May 31.

Location: Jacob Javits Center
465 W. 34th St., (bet. 6th & 7th Aves.)
New York, NY 10001

www.choplantis.com

Lecture/Forum/ Film/Festival

April 14

Making-Japanese Tea

The Japan Foundation



Drawing on her award-winning book *Making Tea: Making Japan Culture, Nature, Aroma & Process*, Kira Sunuk will explain the relationship between culture and tradition in tea practices past and present. The discussion will examine the transmission of the tea ceremony from an aesthetic pleasure of stillness to a hobby of housewives, as well as the ways that tea practitioners today make use of the connection between tea and Japanese culture. After the lecture

there, a tea ceremony demonstration will follow.

Location: The Japan Club
345 W. 27th St., (bet. 6th & 7th Aves.) New York, NY 10001
Tel: 212-547-2322

April 15

Japanese Cooking Lessons

MASAH

Masah has been hosting interactive and level cooking classes on Japanese cuisine once a month since 2011. Degustation is fully taught in Japanese.



Chef Katsuhiro Sasaki and Chef Ryosuke Kurogawa are now holding classes in English to teach step by step how to create Japanese dishes. Four dishes are taught per class, with the menu changing monthly. At the end of each class, students are allowed to try all four of the dishes that the Chefs prepared.

Location: 100 E. 46th St., (bet. 5th & 6th Aves.) New York, NY 10023
Tel: 212-997-5497 / www.masah.com

Happenings

Free Issue: *Art Sleuths* Returns with *Cat Saito & Wilje*

Salem Vign is an art concept house situated in the East Village that features an exciting healthy, young, modern-

Event Feature

April 16-19

Old School Kung Fu Fest: Enter the Ninjas!

Subway Cinema

The Old School Kung Fu Fest, a four day celebration of classic martial arts and action movies, is back at the Anthology Film Archives for the second year. Screenings of them all, the neeps. There will be several black-and-white cusps in original wrap films: *Shinsa No Mu* (Muai Thai 1 & 2) (1980-1982), party-colored, every night in American Neo 1 & 2. Come on, essential movie fest: *Enter the Ninja*, *Revenge of the Ninja* and *Ninja III: The Domination*, and much more. Watch how Chinese people fight neeps with their guts in *Shaw Brothers*



arts movies like *Free Element Ninja*. See neeps fly in *Enter the Dragon*. You must see all the cusps because to fight neeps you must first understand cusps. Running from April 16-19, tickets will be available at Anthology's box office 30 minutes before the first show of the day.

Location: Anthology Film Archives
32 2nd St., (bet. 2nd & 3rd Aves.) New York, NY 10003
Tel: 212-525-5581 / subwaycinema.com



and tea. Their style: create sophisticated tools that are modern and elegant that are easy to maintain. Until April 30, they will be offering free an Itozuki

Jet Stunner squeezer for the first 10 customers who mention Choplantis NY and order a hario or cup & saucer. Take advantage of the negative ion effect and moisture absorption your hair.

Location: 27 E. 1st St., (bet. Broadway & 2nd Ave.) New York, NY 10003
Tel: 212-644-0647 / www.itozuki.com

Chop Pen Hall Price Campaign

Shiny 8th Ave Sales

For working at silicon in Tokyo, Osaka, Bangkok and New York as a stylist, Shop spread his own salon. Shiny 8th Ave Salon in Spring 2014, to showcase his experience skills in cosmetology. In April, the salon will be introducing their new Chop Pen at a promotional price of \$160 (Reg. \$320). For Choplantis NY readers, The Chop Pen is a new type of pen that is less damaging to hair, but still carries solid lasting results.

Location: 322 8th Ave., (bet. 2nd & 3rd Aves.) New York, NY 10001
Tel: 212-580-8464



Sweet Potato Shochu Tasting Companies

Konmasa Japan / Sake For Sake!

First opened in 1983, Sake For Sake! was one of Manhattan's first sake bars of living New Yorkers. Their first glimpse into the sake culture of Japan. Now, during the month of April, they will promote two sweet potato shochus from Konmasa Joyce, Rumi no Shochu (88 proof/glass) and Kasara Kuro (87 proof/glass). The two shochus are both made from sweet potatoes, but they give totally different impressions making it fun to compare their flavors while enjoying some food at Sake!

Location: 240 E. 48th St., (bet. 2nd & 3rd Aves.) New York, NY 10017
Tel: 212-679-3733



33 Green Tea Sampler

Gen's Tea

Gen's Tea is a Japanese tea company with over 80 years of hands on experience in growing and manufacturing Japanese green tea. To introduce Gen's and authentic Japanese green tea, they have assembled a Green

For Sample for New-
ers included are a
wide variety of gourmet
nails, customized art
nails, and an informative
booklet about tea. Gift
for beginner. The price
of the Sampler is only \$3. Just be the first to receive
Chopsticks NY nail art in April.

Info: www.chopsticks.com

88-87-3M 382 (Select) / (845) 529-8336 (Inquiries)



10% Off Discount

Se-Mei Tea

Se-Mei Tea is a certified organic green tea company that specializes in a variety of green tea products, broken rice coffee substitutes, and other teas. Keiko Koda, founder of Se-Mei Tea, developed a fine green-tea powder after using the entire green tea leaf. She believes that the amplified health benefits from drinking the entire leaf even helped defeat her husband's cancer. This month, they are offering a 10% off online discount for Chopsticks NY readers with the coupon code "NY13".

Info: www.greentea.com
info@greentea.com / (845) 346-8478

20% Off Beauty Services For Chopsticks NY Readers

Bling Look

Specializing in eyelash, nail, and spa treatments, Bling Look has been delivering high-end personalized beauty care to its loyal clientele for years. With customer satisfaction and comfort as their main objective, all beds are memory foam and all rooms have a spring test to them. And now for the month of April, those who mention Chopsticks NY will receive 20% off all services.

Address: 20-17 23rd St., Suite 201, (bet. 3rd & 4th Aves.)
New York, NY 10010
Tel: 212-675-3330 / www.blinglook.com

Half Price Face LIFT Treatment for First Appointment

Carina Beauty Center

Carina Beauty Center offers their clients' beauty deals focusing on facial treatments and nailcare. Ms. Connell believes everyone should look young and vibrant. During the month of April, the firm customers to mention this article will receive 50% off Face LIFT treatment, for \$80 (reg. \$160).

Address: 101 Rector St., (bet. Canal & Water St.)

New York, NY 10004 / (845) 529-9708

KSS beauty of has a wide spectrum of services. Permanent and temporary Eyelash Perms (\$34), LED Lightstick Therapy (\$50), Mole Removal (\$15 and up), and Lymphatic Cell Cleanse (\$25) are just a few of the popular services found in KSS. For the month of April there will even be a Chopsticks NY promotion meaning those the first 20 customers to mention this article will receive a special gift.

Location: 107 Greene St. (bet. Canal & Water St.)
New York, NY 10013
Tel: 212-254-5257 / www.kssbeauty.com

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Address: 142-25 Jamaica Ave., Astoria, NY 11101
Tel: 347-399-0003 / www.kitchensourcecentral.com

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Together For 3.11: Memorial for Japan's Earthquake and Tsunami Victims Fellowship for Japan

On Mar. 11, Fellowship for Japan hosted "Together For 3.11" a fourth anniversary memorial for Japan's earthquake and tsunami victims at the First Church of Christ, Scientist. Led by the group's executive director, AK Adams Goldstein, the memorial ceremony was punctuated with a speech by Ambassador Rebeca Takeuchi followed by a series of musical performances, speeches and video messages. Through the presentations and performances, guests expressed gratitude to those who have supported the recovery and rededicated their strong will toward a bright future.

Some of the event highlights were a powerful speech about the loss of five parents and the devastated situation of her hometown from Miyagi Prefecture's Kesennuma Takadaishi, and video-messages from chil-

dren at a preschool in Housatonic, Pennsylvania. The 90-minute ceremony concluded with a moment when nearly 350 participants sang along to "Tsunami," a Japanese traditional song about making one's home better. After the ceremony, attendees said, "It was expressed by the others and essence of the Fellowship for Japan which encouraged me to take action." The message of devastation and the spirit of recovery were shared and passed down from people from people through the event.

Info: togetherfor311.org

Special Gift for the First 20 Chopsticks NY Readers

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\$10 Off Trial Lesson

Myanya Ballet

Concentrating their site material, Myanya Ballet is offering a trial lesson for \$10 (reg. \$30) to all students who mention Chopsticks NY. Founded by Japanese ballet dancer Mami Hayashita, the instructor who teaches Russian method in NY, Myanya Ballet provides various kinds of classes in English to students ranging from two years old to adults. In addition to existing classes such as an introductory class for adults, they are now offering new classes including "Intro Ballet" for absolute beginners and "Ballet plus/Pointe," "Ballet Class."

Address: 50-49 W. 29th St., 3rd Fl., (bet. 6th & 7th Aves.)

New York, NY 10010
Tel: 212-437-2800 / www.myanyaballet.com

Info: www.facebook.com/myanyaballet



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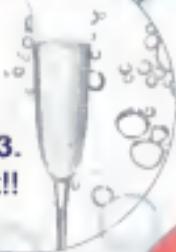
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